

A&S (EMA METAL)

Sector: LM
Tier: Middle
Cluster:

Bujanovac

Owner: Marija Stevanović **Products:** Products from wrought iron (fences, gates))
Address: Gnjlanski put 95, 17520 Bujanovac **Website:**
Contact/Phone: Zorica, 063 84 94 488.

BUSINESS SUMMARY

The company EMA METAL is an independent craftsman store founded in 2004. The workshop currently manufactures wrought iron products, such as fences and gates. EMA METAL is managed by an active, market-oriented woman from Bujanovac who managed to make the company a leader in producing wrought iron products in the area, as well as one of the successful small businesses in this region. EMA METAL offers modern design products that are hand made with help of different machines that the company owns.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2007
Grants: Wrough iron machine
Intl. standards: --
Tech. Assistance: --
Trainings: --
Trade Fairs: --
Trade Missions: --
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$25,009	5
2009	\$35,985	5
2010	\$16,617	5
2011	\$28,449	6
2012	\$26,136	6

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: No

AGRO-ADRIA**Sector:** Food**Tier:** Top**Cluster:****Bujanovac****Owner:** Ćenan Malići**Products:** Processed meat**Address:** Karadjordja Petrovica 139, 17520 Bujanovac **Website:** <http://agro-adria.com>**Contact/Phone:** Cenani Malici, 063/402 262.**BUSINESS SUMMARY**

The private company Agro-Adria, founded in 2003, has a butcher shop and slaughterhouse for manufacturing their own meat product. The company started only with a butcher shop, and later opened and slaughterhouse. The company wants to innovate with new equipment to expand their market and number of products.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project:	2009
Grants:	--
Intl. standards:	--
Tech. Assistance:	Visual Identity
Trainings:	Finance and Sales (2), Leadership, Management (2), Marketing (2)
Trade Fairs:	08-Bujanovac, 09-Bujanovac
Trade Missions:	--
New Markets entered in project:	Serbia - Regional

KEY TREND DATA

Year	Total Sales	Employees
2008	\$82,206	6
2009	\$92,637	7
2010	\$149,481	7
2011	\$381,679	8
2012	\$271,511	13

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: No

ALEKSTRA

Sector: Apparel
Tier: Middle
Cluster: Kostana Shoes

**Vranje**

Owner: Jovica Ivković **Products:** Shoes
Address: Četvrtog jula 45, 17501 Vranje **Website:**
Contact/Phone: Jovica Ivkovic, 064/ 21 595 22.

BUSINESS SUMMARY

Alekstra company from Vranje was founded in 1950 as a small shoe shop providing shoe repair services. In 2004 the company expanded to manufacturing and started loan job production of men and women's shoe upper parts for both domestic and foreign markets. It's biggest foreign clients include: Progetti, Prada, Sergio Rossi, Nero Giardini and Janet & Janet, while its domestic clients include firms from Novi Pazar and Backa Palanka. A well-organized and trained team consisting of 60 workers uses the most modern equipment covering the entire production process in order to produce about 150 -200 pairs of shoes a day. The company aspires to expand its export sales. To lay the ground-work for this, the owners are dedicated to continuous improvement, production efficiency, and expansion of product range. Alekstra is one of the founding members of the Kostana shoe cluster.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2011
Grants: --
Intl. standards: --
Tech. Assistance: Visual Identity
Trainings: --
Trade Fairs: --
Trade Missions: --
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$278,859	53
2009	\$173,737	51
2010	\$204,299	52
2011	\$282,954	56
2012	\$175,100	44

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$278,859	100
2009	\$173,737	100
2010	\$204,299	100
2011	\$269,899	95
2012	\$133,506	76

Formal Credit use: Yes

AL-EUROPA

Sector: LM
Tier: Top
Cluster:

AL-EUROPA**Bujanovac**

Owner: Imer Alimi
Products: Aluminium and PVC joinery
Address: Gnjlanski put bb, 17520 Bujanovac **Website:**
Contact/Phone: Elhan Murati, 062/229-305.

BUSINESS SUMMARY

Al-Europa, founded in 1998, is based in Bujanovac. The company produces double vacuum window frames made of aluminum and PVC material. The company can tailor-make such windows of any shape or size depending on customers' specifications. They are one of few companies in South Serbia to be engaged in such production, which seeks to help builders meet higher energy efficiency standards by using windows that are more environmentally friendly. Most of the company's revenue is derived from the local market. In 2012, Al-Europa moved to a new production site (co-located with its retail showroom), which has increased its production capacity by 30% and enabled the company to seek new contracts from further afield. They received ISO certification training and TA from USAID and are expected to receive certification later in 2013 after they have completed construction on an additional building, for which they received a Coordination Body grant (in 2012) to help with capital investments that will lead to near term job creation.

ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2011
Grants: --
Intl. standards: ISO
Tech. Assistance: Business Plan, Visual Identity
Trainings: Life-cycle
Trade Fairs: --
Trade Missions: --
New Markets entered in project: Serbia - Regional

KEY TREND DATA

Year	Total Sales	Employees
2008	\$356,693	5
2009	\$337,398	8
2010	\$613,783	10
2011	\$776,990	10
2012	\$860,625	9

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: Yes

ALIVO

Sector: Food
Tier: Middle
Cluster:



Novi Pazar

Owner: Mirsad Alivodić **Products:** Processed meat
Address: Izbice, 36300 Novi Pazar **Website:**
Contact/Phone: Mirsad Alivodic, 020/447-059, 020/447-112.

BUSINESS SUMMARY

The company Alivo from Novi Pazar produces healthy, safety and high quality poultry meat and poultry meat products. The Alivo company possesses required system of quality standards such as HACCEP (from 2003) and the Halal certification (from 2006). "The new opened slaughterhouse and factory for processing chicken meat Alivo is one of the most modern facilities of this kind in this part of Europe" is the opinion of the experts. The modern facility is only 2500m far from the center of the city Novi Pazar. The production place of more than 1000 m2 is equipped with modern technology for food processing and ready-made meat which meet the strict sanitary and environmental norms.

Retails: Novi Pazar, Sjenica, Tutin, Bijelo Polje, Berane, Rozaje, Beograd, Novi Sad, Pancevo, Sarajevo I Tuzla.



ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2008
Grants: --
Intl. standards: --
Tech. Assistance: --
Trainings: Marketing
Trade Fairs: 07-Belgrade-Base, 08-Bujanovac, 08-Pristina
Trade Missions: --
New Markets entered in project: Kosovo

KEY TREND DATA

Year	Total Sales	Employees
2008	\$14,394	10
2009	\$12,743	10
2010	\$14,170	10
2011	\$16,494	10
2012	\$16,031	11

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: No

ANA

Sector: Food
Tier: Middle
Cluster:



Bosilegrad

Owner: Anka Kotev

Products: Forest fruit

Address: Rajčilovci, 17540 Bosilegrad **Website:** <http://www.ana-bosilegrad.co.rs>

Contact/Phone: Anka Kotev, 064 662 40 46.

BUSINESS SUMMARY

Ana is a small private firm from Bosilegrad that buys and collects forest fruits and mushrooms for food processing. The firm collects fruit and mushrooms from mountains in the region that are considered ecologically clean. All products manufactured in this company, such as jam, are made following the old traditional recipe.



ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2008
Grants: --
Intl. standards: --
Tech. Assistance: Visual Identity
Trainings: Finance and Sales (2), Marketing (2)
Trade Fairs: --
Trade Missions: --
New Markets entered in project: Serbia - Belgrade, Serbia - Regional

KEY TREND DATA

Year	Total Sales	Employees
2008	\$578,517	7
2009	\$537,106	9
2010	\$669,844	10
2011	\$790,104	11
2012	\$825,568	16

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: Yes

ANITEX

Sector: Apparel
Tier: Top
Cluster:



Bosilegrad

Owner: Dragana Ivanov
Products: Hosiery (socks)
Address: Industrijska, 17540 Bosilegrad **Website:** <http://www.anitexsocks.com>
Contact/Phone: Pavle, 064 899 14 00.

BUSINESS SUMMARY

Anitex is a company specializing in the production of tights and socks. Founded in 1991, the company has become known for its beautiful design and high-quality products that never go out of style. Top production materials by world-famous manufacturers guarantee the highest quality for their products



ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2008
Grants: --
Intl. standards: ISO
Tech. Assistance: Visual Identity
Trainings: Finance and Sales, Management, Marketing
Trade Fairs: 10-Tirana
Trade Missions: 10-Mostar
New Markets entered in project: Bulgaria, Croatia, Serbia - Vojvodina

KEY TREND DATA

Year	Total Sales	Employees
2008	\$607,860	30
2009	\$589,008	31
2010	\$550,365	31
2011	\$637,458	32
2012	\$584,549	32

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$225,297	37
2009	\$217,601	37
2010	\$138,252	25
2011	\$214,631	34
2012	\$196,816	34

Formal Credit use: Yes

ARTA

Sector: LM
Tier: Top
Cluster:

Presevo

Owner: Nehat Hyseni
Products: Wool an fur carpents, textile products
Address: Omladinska 61, 17523 Preševo **Website:**
Contact/Phone: Nehat, 063 403 416.

BUSINESS SUMMARY

Arta specializes in rug and carpet production and provides flooring and carpeting services. The company's products include well designed, hand-made wool and fur carpets that are primarily sold in southern Serbia. BESIANA, their sister company located in Pristine, was opened in 2002 with the purpose of distributing ARTA's products on the Kosovo market. The majority of the company's revenues come from the sale of carpets, with approximately 40% of the total sales coming from the Kosovo market. Part of ARTA DOO is ARTA SPORTS, a general supplier and distributor for LANO company (Belgium), which is the leader in Europe for the production of artificial grass for sports.



ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2007
Grants: New visual identity
Intl. standards: --
Tech. Assistance: Visual Identity
Trainings: Finance and Sales (3), Management, Marketing
Trade Fairs: --
Trade Missions: 10-Mostar
New Markets entered in project: Kosovo, Serbia - Regional

KEY TREND DATA

Year	Total Sales	Employees
2008	\$123,066	21
2009	\$204,461	8
2010	\$177,766	6
2011	\$184,024	5
2012	\$136,364	5

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: No

ASTRA

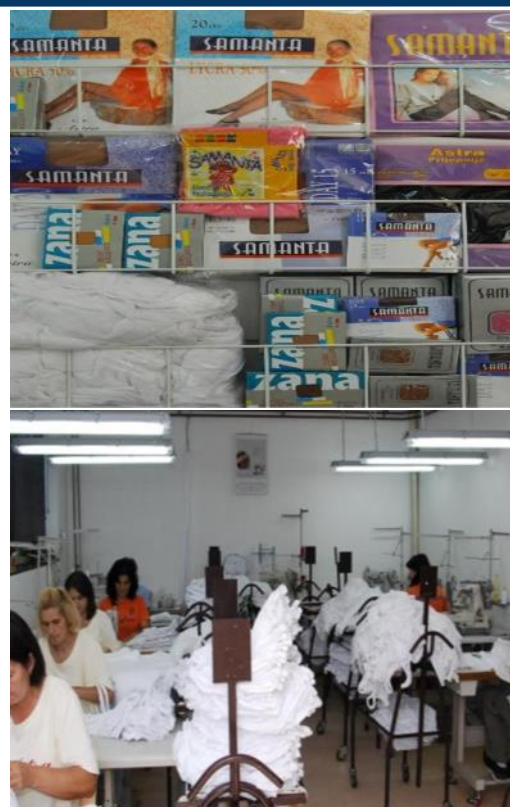
Sector: Apparel
Tier: Middle
Cluster: Prijepolje Textile

**Prijepolje**

Owner: Elmedina Hrustemović **Products:** Socks
Address: Alekse Šantica 1, 31300 Prijepolje **Website:**
Contact/Phone: Elmedina Hrustemovic, 064/335-09.

BUSINESS SUMMARY

Astra was founded in 2003 and produces men's and women's socks, cotton T-shirts, sport wear and underwear. Astra targets bargain to mid-price point buyers looking for both natural and synthetic materials. The company currently has the capacity to produce 70,000 articles of clothing per year. Though most of Astra's products are sold to a Montenegrin wholesaler (a relationship that was forged before the separation of Montenegro into an independent state), an increasing amount of its products are sold in 20 retail shops throughout Serbia. The company plans to expand its presence in the Serbian market through a marketing relationship with a Uzice-based retailer that would cover the cities and regions of Zlatibor, Cacak, Novi Pazar and Raska. Astra has been a member of "Textile Union" of Prijepolje since 2008 and a member of Prijepolje's textile cluster since 2012.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2007
Grants: Sewing machines
Intl. standards: --
Tech. Assistance: Visual Identity
Trainings: --
Trade Fairs: --
Trade Missions: --
New Markets entered in project: Serbia

KEY TREND DATA

Year	Total Sales	Employees
2008	\$96,150	13
2009	\$124,149	14
2010	\$115,935	11
2011	\$109,051	6
2012	\$95,455	6

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$71,968	75
2009	\$111,524	90
2010	\$57,967	50
2011	\$103,599	95
2012	\$85,227	89

Formal Credit use: Yes

BECKI

Sector: LM
Tier: Youth (Base)
Cluster: Presevo Construction

Presevo

Owner: Liridon Jahiu
Products: Metal scaffolding
Address: Karpoš 80, 17523 Preševo **Website:**
Contact/Phone: Arjeta Rustemi, 062 278 801.

BUSINESS SUMMARY

Becki is a young company from Presevo, founded in 2010. Though the company started out producing and installing fences and gates, in 2011 they expanded into the production of other metal structures such as movable stairs, tables, props and other kinds of metal products used in construction like corner connectors. In addition to selling on the local market (Surdulica, Vranje and Presevo), it also sells a considerable amount of its production as a subcontractor to the region's largest scaffolding maker, Tobler. Becki has also successfully exported products to Kosovo and Switzerland. It's main export is safety railing and fire escape stairs. Though, with just 12 employees, Becki is still a small company, it aspires to expand its European exports by obtaining international standards certification and to expand its market share within Serbia. It believes that a strong commitment to customer satisfaction and environmentally conscious production methods give it a competitive advantage. It believes that past USAID training (marketing, management and sales) and trade fair opportunities have prepared it well for its future.

ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2012
Grants: --
Intl. standards: --
Tech. Assistance: Visual Identity
Trainings: Finance and Sales, Management, Marketing
Trade Fairs: --
Trade Missions: --
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$0	0
2009	\$0	0
2010	\$128,713	1
2011	\$316,017	14
2012	\$168,352	11

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$4,184	3
2011	\$162,664	51
2012	\$48,818	29

Formal Credit use: Yes

BENI-KOMERC

Sector: Food
Tier: Middle
Cluster:

**Sjenica**

Owner: Nikola Marić
Products: Dairy
Address: Jablanička bb, 36310 Sjenica **Website:** <http://www.benikomerc.co.rs>
Contact/Phone: Ninoslav Maric, 020/741-736.

BUSINESS SUMMARY

Beni Komerc is a small, specialty dairy from Sjenica founded in 1991 on the highland plateau of Southwest Serbia. The firm currently processes 10,000 liters of milk per day and purchases milk from about 500 local farms. By combining modern production methods with century old recipes and milk processing traditions, it has gained a small but highly devoted client base over the past 20 years. Its signature products include Sjenica style white cheese, peppers in sour cream, Sjenica "kačkavalj" cheese and a Pester style "kajmak" (a cream spread). The processing plant, reconstructed in 2009 tripled its production capacity and employs 15 workers. In addition to local buyers throughout the Sandzak region, Beni Komerc has a contract with one of the largest grocery store chains in Serbia, Maxi. The company attained both HACCP and ISO 9001 certification in 2008 as a first step in expanding its sales to export markets.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2009
Grants: --
Intl. standards: --
Tech. Assistance: Visual Identity
Trainings: Finance and Sales, Management, Marketing
Trade Fairs: --
Trade Missions: --
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$947,499	12
2009	\$900,535	12
2010	\$842,406	12
2011	\$1,045,393	12
2012	\$1,022,727	14

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$53,976	6
2009	\$81,784	9
2010	\$126,361	15
2011	\$194,929	19
2012	\$426,136	42

Formal Credit use: Yes

BIG BOYS (GUNS)

Sector: Apparel**Tier:** Top**Cluster:** Asstex

Novi Pazar

Owner: Seudin Sejdivic**Products:** Jeans**Address:** Mihajla Pupina bb, 36300 Novi Pazar **Website:** <http://www.bigboys.rs>**Contact/Phone:** Seudin Sejdivic, 065/96-90-000.

BUSINESS SUMMARY

Big Boys is a Novi Pazar based fashion company founded in 1998 as a small workshop. The company grew organically, adding capacity and skills gradually and currently produces a range of products including denim and cotton jeans, trousers, jackets, dresses, skirts, t-shirts and dress shirts and shorts. The company sells its products under two brands "Big Boys" and "Guns," which is registered in more than 20 countries throughout Europe. Big Boys operates out of a 3,500 m2 facility in the heart of Novi Pazar's apparel quarter and has the capacity to produce 150,000 articles of clothing per year. It distributes its products through a network of more than 24 retail shops throughout Serbia as well as Bosnia, Croatia and Montenegro. Big Boys is a founding member of the Asstex association and has used its membership in Asstex's export cluster to start exports to Poland from 2011.



ES PROJECT ASSISTANCE SUMMARY

Entered Project:	2008
Grants:	--
Intl. standards:	--
Tech. Assistance:	--
Trainings:	Finance and Sales, Management
Trade Fairs:	07-Belgrade-Base, 07-Belgrade-Fashion, 08-Novipazar, 08-Zagreb, 09-Moscow, 10-Tirana, 11-Poznan
Trade Missions:	10-Poznan
New Markets entered in project:	Croatia, Poland

KEY TREND DATA

Year	Total Sales	Employees
2008	\$390,911	60
2009	\$347,146	75
2010	\$176,478	60
2011	\$112,050	60
2012	\$102,273	40

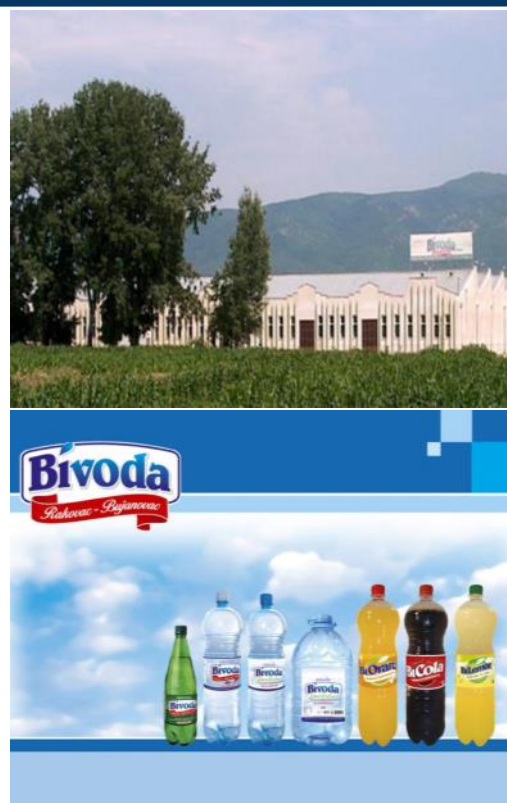
Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$26,472	15
2011	\$22,410	20
2012	\$18,750	18

Formal Credit use: No

BIVODA**Sector:** Food**Tier:** Top**Cluster:****Bujanovac****Owner:** Yumco AD**Products:** Mineral water and soft drinks**Address:** Rakovac bb, 17520 Bujanovac **Website:** <http://www.bivoda.co.rs>**Contact/Phone:** Zarko Kostakjev, 064 812 91 37, 017 651 266.**BUSINESS SUMMARY**

Bivoda, founded in 2000 and based in Bujanovac near the Bujanovacka Banja spa, bottles and produces fresh and carbonated mineral water and a small range of juices. The company was spun off as a private company from the state-owned clothing manufacturer, Yumko Vranje. Bivoda sells its products throughout South Serbia, Macedonia and thanks to USAID trade fair support, in Kosovo as well. The company has won numerous quality awards at the annual Novi Sad Agriculture fair throughout the 2000s. It has remained a reliable and important employer of about 106 employees in Bujanovac. Since the privatization of its biggest competitor in the region (HEBA, which was sold to the Nektar company), and its reorientation to the Belgrade, Novi Sad and Nis markets, Bivoda has increased its market share in the South.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project:	2009
Grants:	--
Intl. standards:	--
Tech. Assistance:	--
Trainings:	Marketing
Trade Fairs:	08-Bujanovac, 09-Bujanovac, 09-Pristina, 09-Skoplje, 10-Bujanovac
Trade Missions:	--
New Markets entered in project:	--

KEY TREND DATA

Year	Total Sales	Employees
2008	\$4,882,296	103
2009	\$4,287,212	102
2010	\$5,099,581	106
2011	\$5,481,270	106
2012	\$4,660,795	106

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$16,357	0
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: Yes

BONINO-INN

Sector: Food
Tier: Youth (Base)
Cluster:

Novi Pazar

Owner: Sadika Bajrović **Products:** Pastries
Address: Četvrtog jula 22, 36300 Novi Pazar **Website:** <http://www.bonino-inn.com>
Contact/Phone: Fuad Bajrovic, .

BUSINESS SUMMARY

Bonino – Inn was founded in 2006 by Sadika Bajrovic, young women entrepreneur (27) who was frustrated by her inability to find a job with another company so decided to start her own company. Bonino Inn specializes in using traditional recipes from the region to create unique desserts for both special occasions (such as weddings and other family celebrations) and everyday use. The small company employs three staff and has the capacity to produce about 600 kg of products per month. By maintaining their attention to both quality production and customer care, they have quickly attracted a highly devoted following in the local market. Through the help of USAID, they were able to purchase a new packing machine, which has given Bonino Inn the capacity to sell products in neighboring Sjenica municipality. In the future they would like to implement HACCP standards and expand production.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2012
Grants: --
Intl. standards: --
Tech. Assistance: Business Plan, Visual Identity
Trainings: --
Trade Fairs: --
Trade Missions: --
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$270	2
2009	\$3,524	2
2010	\$1,275	2
2011	\$8,179	4
2012	\$9,665	3

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: Yes

CASA MADRE

Sector: Apparel
Tier: Youth (Base)
Cluster:

**Novi Pazar**

Owner: Mithat Jašarević **Products:** Textile
Address: Mihajla Pupina bb, 36300 Novi Pazar **Website:** <http://www.cassamadre.co.rs>
Contact/Phone: Meliha Jasarevic, .

BUSINESS SUMMARY

Cassa Madre is a new fashion company founded in 2011 by a young woman entrepreneur, Cassa Madreis (25) who finished her studies at Sarajevo's School of Science and Technology in economics. Its core business is the production and import of women's clothes. It offers both casual and elegant clothing as well as leather accessories and jewelry. Cassa Madre's styling aims for the working women cohort (20 to 50) and targets mid-range price points. The company believes that listening to their customer's ideas (and rapidly turning them into action -- a new design or a new offering) and offering a wide range of clothes at affordable prices gives them a competitive advantage in the local market. Currently, the company's sales are based on about 20 percent of its own production and 80 percent imported / re-sale merchandise. The company currently has one retail store in Sandzak but have plans to open a second in Belgrade, Serbia's largest market.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2012
Grants: --
Intl. standards: --
Tech. Assistance: Visual Identity
Trainings: Finance and Sales, Management, Marketing
Trade Fairs: --
Trade Missions: --
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$238,647	25
2009	\$42,424	9
2010	\$66,508	9
2011	\$159,910	9
2012	\$159,091	9

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: Yes

CATIC**Sector:** Food**Tier:** Top**Cluster:****Prijepolje****Owner:** Osman Catic**Products:** Conditior products**Address:** Ivanje, 31300 Prijepolje **Website:** <http://www.catic.rs>**Contact/Phone:** Osman Catic, 033/771420.**BUSINESS SUMMARY**

The "Catic Company" founded originally as a transport company "Trgotrans" in 1990 but changed the name in 2005 and in 2007 began to deal with food production activities - waffle products. In the following year it invested in modernization of equipment, expanding to domestic and foreign markets.

In 2009 it impemented HACCP systyem and in 2010 ISO 9001:2008.

Under the brand "Waltz" produces roll Cream, Choco cream rolls, Walts and Waltz crem cream in the markets of Serbia, Montenegro, Bosnia and Herzegovina, Macedonia, Croatia and Hungary.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2007

Grants: Conditory equipment

Intl. standards: --

Tech. Assistance: --

Trainings: --

Trade Fairs: 07-Belgrade-Base

Trade Missions: --

New Markets entered in project: Croatia, Germany

KEY TREND DATA

Year	Total Sales	Employees
2008	\$3,080,137	48
2009	\$2,301,578	44
2010	\$1,545,794	48
2011	\$3,608,491	49
2012	\$4,465,250	41

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$629,723	20
2009	\$297,398	13
2010	\$1,082,056	70
2011	\$1,595,106	44
2012	\$2,333,753	52

Formal Credit use: Yes

CELIK-U

Sector: LM
Tier: Top
Cluster:

**Presevo****Owner:** Fahir Sadiku**Products:** Aluminium and PVC joinery**Address:** Ramiz Sadiku 194, 17523 Preševo **Website:** <http://www.celiku.rs>**Contact/Phone:** Faim, 063 389 402.**BUSINESS SUMMARY**

CELIK-U produces double and triple pane vacuum window frames made from steel aluminum and PVC material. The company, founded in 1975 can tailor-make such windows of any shape or size depending on customers' specifications. They are the only such company in South Serbia to be engaged in such production, which seeks to help builders meet higher energy efficiency standards by using windows that are more environmentally friendly. In 1987 the company started with production of aluminum window frames and in 1993 with PVC frames. Most of the company's revenue is derived from the local market and exports to Kosovo. Through USAID support for trade fair appearances, CELIK-U won four significant contracts -- one with Vranje's Hospital, one for a Serbia- Romania border crossing renovation project, one with the Coca Cola company headquarters in Belgrade and another with Serbia's army headquarters -- which helped them start selling outside their home territory for the first time.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2007

Grants: Cleaning machine

Intl. standards: ISO

Tech. Assistance: Business Software, Visual Identity

Trainings: Finance and Sales (3), Leadership, Management, Marketing (2)

Trade Fairs: 08-Bujanovac, 09-Belgrade, 09-Bujanovac, 10-Belgrade-Construction, 10-Bujanovac, 11-Belgrade-Construction, 11-Pristina, 12-Belgrade-Construction

Trade Missions: 10-Mostar

New Markets entered in project: Belgium, Switzerland

KEY TREND DATA

Year	Total Sales	Employees
2008	\$354,444	8
2009	\$289,147	5
2010	\$412,212	6
2011	\$426,758	7
2012	\$340,909	10

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$7,497	2
2012	\$0	

Formal Credit use: Yes

CIPA

Sector: Apparel
Tier: Middle
Cluster: Kostana Shoes

Vladicin Han

Owner: Goran Simonović **Products:** Shoes
Address: Svetosavka bb, 17510 Vladičin Han **Website:**
Contact/Phone: Goran Simonovic, 063/291 956.

BUSINESS SUMMARY

Cipa is a shoe repair and maintenance store from Vladicin Han founded in 2005. Apart from shoe repair and maintenance, the shop offers sewing services for large enterprises dealing with men's and women's apparel manufacture looking to outsource parts of their production. The shop uses the most modern equipment in carrying out both its repair and outsourced work. A focus on customer satisfaction (a business trait not as widespread as it should be), use of quality materials and reasonable costs have gained the shop a highly devoted local following. The company's near-term plans are to expand its outsourcing work with some of the larger Vranje-based shoe manufacturers. Cipa is a founding member of the Vranje-based Kostana shoe cluster.

ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2011
Grants: --
Intl. standards: --
Tech. Assistance: Visual Identity
Trainings: Life-cycle
Trade Fairs: --
Trade Missions: --
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$11,704	2
2009	\$892	9
2010	\$1,940	1
2011	\$7,225	1
2012	\$1,136	2

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: Yes

CLASSIC JEANS/**Sector:** Apparel**Tier:** Middle**Cluster:** Asstex**Novi Pazar****Owner:** Muamer Kadric**Products:** Jeans**Address:** Bajevica, 36306 Lukare **Website:** <http://www.classic-jeans.com>**Contact/Phone:** Muamer Kadric, 020/448-033.**BUSINESS SUMMARY**

Classic, founded in 2007, is one of the newest entrants to the Novi Pazar fashion scene. The company focuses on higher-end production of jeans and jean products for both men and women under its own brand name. Like many of the other most successful fashion companies, Classic has built internal capacity for the full range of jeans production from design to tailoring / sewing / assembling, to bleaching / ironing and other finishing techniques. The company currently has the capacity to produce 80,000 articles of clothing per year. Currently the company sells its products through a network of wholesalers and retailers in Belgrade and Novi Pazar. Classic was one of the founding members of the Novi Pazar based Asstex fashion association and export cluster and in 2011, used its membership in the cluster to start exporting to Lodz, Poland and Moscow, Russia.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2008

Grants: --

Intl. standards: ISO

Tech. Assistance: Business Software, Visual Identity

Trainings: Finance and Sales, Leadership, Marketing (2)

Trade Fairs: 07-Belgrade-Base, 08-Novipazar, 08-Zagreb, 10-Tirana, 11-Poznan, 12-Moscow

Trade Missions: 12-Moscow

New Markets entered in project: Croatia, Poland

KEY TREND DATA

Year	Total Sales	Employees
2008	\$72,708	43
2009	\$57,844	43
2010	\$710,846	44
2011	\$953,936	47
2012	\$750,000	46

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$355,423	50
2011	\$502,283	53
2012	\$448,864	60

Formal Credit use: No

CONTO BENE JEANS

Sector: Apparel
Tier: Middle
Cluster:



Novi Pazar

Owner: Edin Amrović

Products: Jeans

Address: Mihajla Pupina bb, 36300 Novi Pazar **Website:** <http://www.contobenejeans.com>

Contact/Phone: Edin Amrovic, 020/334-710.

BUSINESS SUMMARY

Conto Bene Jeans is a Novi Pazar based fashion company founded in 1997. The company produces a range of products including jeans and twill products such as trousers, Bermuda shorts, jackets and skirts and also tops such as t-shirts and sweatshirt from high quality Italian materials. The company tries to attract consumers in the mid-price range. Conto Bene Jeans operates out of a 5,000 m2 facility in the heart of Novi Pazar's apparel quarter and has the capacity to produce 500,000 articles of clothing per year. It distributes its products through its own retail stores in Serbia (Zemun, Novi Sad, Novi Pazar), Bosnia and Herzegovina, Croatia, Italy, Macedonia, Romania and even as far away as Australia (making it the first Novi Pazar fashion company to break into this new market). Conto Bene Jeans is a member of the Asstex association, has used its membership to help it export to Russia and is ISO certified.



ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2008
Grants: --
Intl. standards: --
Tech. Assistance: --
Trainings: Management, Marketing
Trade Fairs: 08-Zagreb
Trade Missions: --
New Markets entered in project: Croatia, Russia

KEY TREND DATA

Year	Total Sales	Employees
2008	\$2,352,671	91
2009	\$2,016,357	96
2010	\$2,323,174	94
2011	\$2,467,285	84
2012	\$3,840,909	98

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$215,905	9
2009	\$223,048	11
2010	\$1,393,904	60
2011	\$493,457	20
2012	\$1,193,182	31

Formal Credit use: Yes

DEKOR

Sector: LM
Tier: Middle
Cluster:

**Novi Pazar**

Owner: Rifat Cmegic
Products: Stairs production
Address: Trnavski put bb, 36300 Novi Pazar **Website:** <http://dekor.rs>
Contact/Phone: Rifat Cmegic, 020/447-030, 065/837-44-50.

BUSINESS SUMMARY

Dekor is a third generation company founded 1962 in Novi Pazar as a workshop providing as-requested woodworking services. In 1989 the company narrowed their production to wood stairways and balconies and then expanded again a couple years later into a range of new housing and office related construction inputs such as all kinds of stairways (semicircular, circular, straight attic stairways), concrete surfaces, and fences / guardrails for stairways and balconies. The company has been able to maintain robust regional demand by continuously investing in new technologies and production methods that allows it to offer new products on the market first, thus keeping it a step ahead of its competition. Though the company is based in Novi Pazar and maintains a retail store there and a warehouse, most of its work is done at current construction sites. It has won contracts throughout the Sandzak region in Sjenica, Novi Pazar, Tutin, Rozaje and Raska and has more recently, thanks to USAID support for trade fair appearances, won work in Kraljevo and Belgrade and in 2012 began exporting to Germany.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2009
Grants: --
Intl. standards: --
Tech. Assistance: Business Plan
Trainings: --
Trade Fairs: 09-Belgrade, 10-Belgrade-Construction, 11-Pristina
Trade Missions: --
New Markets entered in project: Germany, Serbia

KEY TREND DATA

Year	Total Sales	Employees
2008	\$82,828	12
2009	\$84,838	18
2010	\$41,865	12
2011	\$26,309	12
2012	\$51,136	9

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$51,136	100

Formal Credit use: Yes

DEKOR M&V

Sector: LM
Tier: Middle
Cluster:

Presevo

Owner: Vedat Zulfiu
Products: Products from wrought iron (fences, gates)
Address: Crnotince, 17523 Preševo **Website:**
Contact/Phone: Medat Zulfiu, 063 428 746.

BUSINESS SUMMARY

Dekor M&V produces wrought iron products, including fences for yards, terraces and balconies, stair banisters, gates and doors, window shields, wrought iron beds, and other products with decoration wrought elements. In 2011, the company established a cooperation with "Sahinler", a company from Turkey that made Dekor M&V their official distributor for Serbia.



ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2011
Grants: --
Intl. standards: --
Tech. Assistance: --
Trainings: --
Trade Fairs: 12-Belgrade-Construction
Trade Missions: --
New Markets entered in project: Serbia - Regional, Serbia - Vojvodina

KEY TREND DATA

Year	Total Sales	Employees
2008	\$0	0
2009	\$0	0
2010	\$0	0
2011	\$88,604	1
2012	\$98,489	1

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: No

DENIS/DENISTAR**Sector:** Apparel**Tier:** Top**Cluster:** Asstex**ENI2TA**
jeans company**Novi Pazar****Owner:** Agan Mehmedovic**Products:** Jeans**Address:** Save Kovacevica bb, 36300 Novi Pazar **Website:** <http://www.denistar.rs>**Contact/Phone:** Agan Mehmedovic, 020/316-994.**BUSINESS SUMMARY**

Denistar, founded in 1989, is one of Novi Pazar's oldest and largest fashion companies. It is also one of the most recognized Serbian brands as it distributes its products through its own wholesale and retail stores in Belgrade, Kragujevac, Novi Pazar, Novi Sad and Subotica. Denistar focuses on urban youth style and casual wear. It produces its own branded jeans and pants at its Novi Pazar-based factory (which has a capacity of 1000 clothing articles per day) from denim, velvet, linen and other similar materials. More recently it has added (through sub-contracting to other firms in the region) shirts, jackets, shoes and other accessories in order to offer its clients a full range of fashion products. Denistar is a founding member of the ASSTEX Textile association and has benefitted from joining the export cluster by increasing its exports and diversifying its client base (Croatia, Hungary, Germany and Poland). Denistar was also an early adopter of USAID provided business system software and was one of the first Novi Pazar fashion companies to attain ISO certification.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project:	2009
Grants:	--
Intl. standards:	ISO
Tech. Assistance:	Business Software, Visual Identity
Trainings:	Finance and Sales (2), Management, Marketing (2)
Trade Fairs:	10-Dusseldorf
Trade Missions:	--
New Markets entered in project:	Croatia, Germany, Hungary, Serbia - Regional, Switzerland

KEY TREND DATA

Year	Total Sales	Employees
2008	\$788,089	57
2009	\$1,875,093	72
2010	\$972,665	78
2011	\$878,285	91
2012	\$946,543	85

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$74,349	4
2010	\$97,267	10
2011	\$31,025	4
2012	\$19,055	2

Formal Credit use: Yes

D-ENY LINE

Sector: Apparel
Tier: Youth (Base)
Cluster:

Novi Pazar

Owner: Enis Papić
Products: Shoes
Address: Save Kovacevica 136, 36300 Novi Pazar **Website:**
Contact/Phone: Enis Papić, .

BUSINESS SUMMARY

D-Eny Line is a private company from Novi Pazar, founded in 2009 by 21 years old Enis Papić. The company produces men leather shoes. The products are been delivered to independent Serbian retailers so the company is only present on domestic market for now.

ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2012
Grants: --
Intl. standards: --
Tech. Assistance: --
Trainings: Finance and Sales, Management, Marketing
Trade Fairs: --
Trade Missions: --
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$3,598	1
2009	\$2,230	1
2010	\$3,864	1
2011	\$4,089	1
2012	\$5,682	1

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: No

DODA

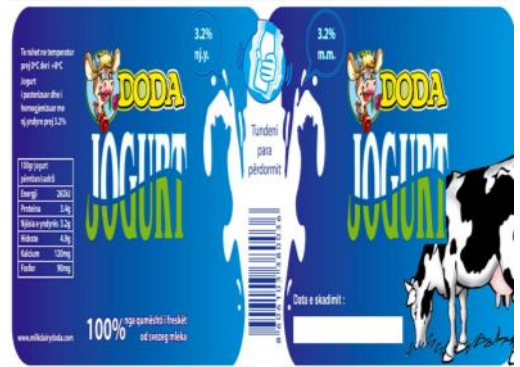
Sector: Food
Tier: Top
Cluster:

**Presevo**

Owner: Musheref Memedi **Products:** Dairy
Address: Abdula Krasnica 59, 17523 Preševo **Website:** <http://www.milkdairydoda.com>
Contact/Phone: Museref Memedi, 063 84 59 394.

BUSINESS SUMMARY

Doda is an independent dairy production company specializing in producing milk products. DODA has the equipment needed for processing milk in yoghurt and sour milk, as well as a packing machine for plastic cups. In small quantities, DODA makes URDA (a soft white cheese for bakeries and in-season cheese for stuffed papers), and also sells extra raw milk to dairies in Leskovac and Vranje. DODA has equipment for Pasteurization, Homogenization, and a duplicator for milk.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2007
Grants: Dairy machines
Intl. standards: --
Tech. Assistance: --
Trainings: Finance and Sales (2), Leadership, Management (2), Marketing
Trade Fairs: 08-Pristina, 09-Bujanovac, 09-Pristina, 10-Bujanovac
Trade Missions: --
New Markets entered in project: Kosovo

KEY TREND DATA

Year	Total Sales	Employees
2008	\$322,958	7
2009	\$121,182	6
2010	\$143,248	4
2011	\$340,649	4
2012	\$185,763	6

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$289,552	85
2012	\$165,411	89

Formal Credit use: No

DONNA STILE

Sector: Apparel
Tier: Top
Cluster: Kostana Shoes

Vranje

Owner: Novica Djordjević **Products:** Shoes
Address: Kosovska bb, 17501 Vranje **Website:**
Contact/Phone: Novica Djordjevic, 063/ 401 062.

BUSINESS SUMMARY

Donna Stile, based in Vranje, is a shoe manufacturing company founded in 2010 by Mr. Novica Djordjevic who gained his shoe experience working in Vranje's former state-owned Kostana shoe factory. Donna Stile specializes in women's shoes, employs more than 50 full time workers and has a production capacity of about 250 pairs of shoes per day. The company's biggest client is Stefi Komerc, one of Vranje's largest shoe producers. In addition to the partnership with Stefi Komerc, Donna Stile's second largest client is Italian producer Progetti, for which it does a significant amount of loan job work. Donna Stile is a founding member of the Kostana shoe cluster (2011).

ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2011
Grants: --
Intl. standards: --
Tech. Assistance: --
Trainings: Leadership, Life-cycle
Trade Fairs: --
Trade Missions: --
New Markets Italy, Serbia - Regional
entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$0	0
2009	\$0	0
2010	\$40,060	1
2011	\$151,118	58
2012	\$211,304	59

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$40,060	100
2011	\$148,855	99
2012	\$157,343	74

Formal Credit use: No

DONO

Sector: Apparel**Tier:** Middle**Cluster:**

Novi Pazar

Owner: Esad Mehmedovic**Products:** Jeans**Address:** Moše Pijade 25, 36300 Novi Pazar **Website:****Contact/Phone:** ad Mehmedovic, 064/1763-988.

BUSINESS SUMMARY

Dono company started with business 2004 with only 4 workers in a production building space with 72m2 of work space. The main activity is the production of apparel for man, women and kids made of cotton. Products are dux, jersey and sweat suit. The operations of the production process included cutting, coloring, sewing and hand operations. And besides the earlier experience and direct participation on the production process the team head to follow the dynamic changing of fashion so they could create a band product which will have their own consumers. Nowadays the company sells their products to 5 retail stores in Vojvodina, four from them in Novi Sad and one in Vrbas and 3 wholesales in Belgrade, Nis and Novi Sad.

Cooperation with the Institute for control of product quality in Belgrade (all materials are tested)



ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2007

Grants: Sewing machines

Intl. standards: --

Tech. Assistance: --

Trainings: --

Trade Fairs: --

Trade Missions: --

New Markets --

entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$4,912	4
2009	\$2,751	4
2010	\$2,190	6
2011	\$2,781	6
2012	\$2,841	6

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: Yes

DRVO-DEKOR

Sector: LM
Tier: Middle
Cluster:

Leskovac

Owner: Veselinka Veljković
Products: Wooden doors and windows
Address: 29. novembar L3/10, 16220 Grdelica
Website: <http://www.drvo dekor.biz>
Contact/Phone: Milivoje, 069/342-6013.



BUSINESS SUMMARY

Drvo- dekor was founded in 2010 with the goal of preserving the tradition of carpentry with special ethno décor from its region, which is increasingly demanded on the international and local market. The company focuses its production mainly on original products, doors, and windows with ethno design, but also offers the standard type of doors and windows. The company offers the production of window lids for windows, front doors, interior doors, and other wooden accessories. Their production capacity depends on requests, but averages 100-300 pieces a month.



ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2011
Grants: --
Intl. standards: --
Tech. Assistance: --
Trainings: --
Trade Fairs: 11-Belgrade-Construction, 12-Belgrade-Construction
Trade Missions: --
New Markets entered in project: Serbia - Regional

KEY TREND DATA

Year	Total Sales	Employees
2008	\$0	0
2009	\$0	0
2010	\$77,290	5
2011	\$136,314	5
2012	\$136,364	6

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: Yes

EDO INZINJERING

Sector: LM
Tier: Middle
Cluster:

**Novi Pazar**

Owner: Kemal Tahirbegovic **Products:** Indoor Interior, Regips and Façade
Address: Šabana Koče 37, 36300 Novi Pazar **Website:**
Contact/Phone: Kemal Tahirbegovic, 020/317-438, 063/653-463.

BUSINESS SUMMARY

The company is registered for trade, services and consulting. Today they offer a wide range of products and services: Isolation (distributors of Isover), windows (distributors of Velux), Lining, Finishes (Distributors of the manufacturers RIGIPS and EGGER), Suspended ceiling system (Distributors of the manufacturer USG), Electrical supply and lighting (Distributors of the manufacturers LEGRAND and OSRAM), HVACs systems (Distributors of the manufacturers VIESSMANN and S&P), building works (interior– services) and Designing, engineering and consulting (services).

Founded in Novi Pazar 2000

Registered 21. 04. 2005

Saint-Gobain Trophy Srbija i Crna Gora 2007 , second place for the best interior materials derived by Rigips

Saint-Gobain Trophy Srbija i Crna Gora 2009 , the project Café Stage gain the juries attention.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2009
Grants: --
Intl. standards: --
Tech. Assistance: --
Trainings: --
Trade Fairs: 09-Belgrade
Trade Missions: --
New Markets Serbia
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$87,710	12
2009	\$88,597	18
2010	\$91,853	18
2011	\$87,480	18
2012	\$98,864	18

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$27,556	30
2011	\$26,244	30
2012	\$28,409	29

Formal Credit use: Yes

EKOMED COMPANY

Sector: Food
Tier: Middle
Cluster:

Bujanovac

Owner: Momcilo Popović
Products: Honey
Address: Karadjordja Petrovica 103, 17520 Bujanovac
Website:
Contact/Phone: Momcilo Popovic, 064/89 00 206.

BUSINESS SUMMARY

Ekomed was founded in 1980 as a family business. The company owns 100 bee hives and produces many types of honey, bee-wax, and propolis products. Their apiary is located on the sides of the Staracka and Kozjak Mountains at an altitude of 430 meters. All of the vegetation in the area provides bees with quality pasture from early spring until late autumn. Nearby the apiary flows the clear and clean Pčinja River. Honey produced in this area has the greatest degree of quality according to Serbian quality standards. Although most of the company's sales are locally based, the company is pursuing plans for increasing its market share throughout Serbia.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2009
Grants: Packing machine
Intl. standards: --
Tech. Assistance: --
Trainings: Finance and Sales, Leadership, Management, Marketing
Trade Fairs: 09-Bujanovac
Trade Missions: --
New Markets entered in project: Kosovo

KEY TREND DATA

Year	Total Sales	Employees
2008	\$1,412	1
2009	\$4,156	1
2010	\$6,569	1
2011	\$11,287	1
2012	\$7,261	1

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$436	4
2012	\$0	

Formal Credit use: Yes

EMTEX

Sector: Apparel
Tier: Youth (Base)
Cluster:

**Novi Pazar**

Owner: Dzevad Alibasic
Products: Textile
Address: Rajčinoviće bb, 36300 Novi Pazar **Website:** <http://emtextextil.com>
Contact/Phone: Dzevad Alibasic, .

BUSINESS SUMMARY

Emtex is a family enterprise founded in 1993 in Novi Pazar. The company is a critical piece of the region's textile industry as it is the largest importer and wholesaler of all types of natural and synthetic fabrics, including, but not limited to: single, interlock, acetate, footer, lycra single, terry (for towels, bathrobes and bedding), and many other quality materials in a wide range of colors. Emtex operates out of its 4,000 m2 warehouses located in Novi Pazar and Pancevo and commonly has on hand more than 170 tons of materials. Approximately 80% of its sales are to Novi Pazar-based textile companies, which are, in aggregate, purchasing about 20% of their total raw materials from Emtex. While Emtex services both smaller and larger producers, the larger producers tend to have more capacity to import their own supplies. Emtex would like to continue with buyer diversification by expanding sales outside Novi Pazar.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2012
Grants: --
Intl. standards: --
Tech. Assistance: Visual Identity
Trainings: Management
Trade Fairs: 08-Novipazar
Trade Missions: --
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$3,328,356	8
2009	\$2,825,279	9
2010	\$2,383,099	9
2011	\$3,590,676	15
2012	\$3,295,455	16

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$215,905	6
2009	\$282,528	10
2010	\$193,224	8
2011	\$354,417	10
2012	\$429,545	13

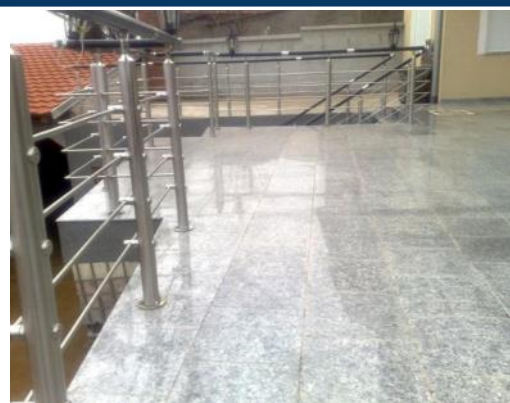
Formal Credit use: Yes

ENYLUX (GONI COM)

Sector: LM
Tier: Top
Cluster:

**Presevo****Owner:** Astrit Hasani**Products:** Products from granite (walls/floor), wood (doors), and**Address:** Save Kovačevića 84, 17523 Preševo **Website:** <http://enylux.com>**Contact/Phone:** Astrit Hasani, 063 77 37 808.**BUSINESS SUMMARY**

Enylux produces custom-made components for residential and commercial buildings made from granite (walls/floor), wood (doors), and aluminum and steel (terrace railings). It was established in 1998 as "Goni Com." In 2009, the company changed its name to "Enylux." The company's current market is South Serbia, including Presevo, Bujanovac, Vranje, and Leskovac.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2009
Grants: --
Intl. standards: --
Tech. Assistance: --
Trainings: Marketing
Trade Fairs: 10-Belgrade-Construction
Trade Missions: --
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$181,499	2
2009	\$219,118	5
2010	\$358,367	5
2011	\$265,812	9
2012	\$284,091	10

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$107,175	30
2011	\$129,498	49
2012	\$68,182	24

Formal Credit use: Yes

EUROBAGET

Sector: Food
Tier: Youth (Base)
Cluster: Keepers of Tradition

Novi Pazar

Owner: Dzeladin Tahirbegovic **Products:** Pastries

Address: Mur bb, 36300 Novi Pazar **Website:**

Contact/Phone: Dzeladin Tahirbegovic, .

BUSINESS SUMMARY

Eurobaget was founded in Novi Pazar in 2009 and specializes in home made, traditional recipe pastries common to Southwest Serbia. These include both mantije, pies and burek made from ground meat (usually lamb), cheese, spinach and potatoes and sweet pastries such as baklava, hurmasice and cakes of various kinds. All products are hand made and the preparation facility is equipped with the most modern equipment and sanitary systems. The company, with 11 full time employees, produces 1.6 tons of products monthly. While currently selling their products through small, local retail chains and larger supermarkets throughout Serbia, Eurobaget plans to launch a new round of expansion using a soon to be opened (in 2013) specialized retail store and distribution center, to be based in Belgrade.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2012
Grants: --
Intl. standards: --
Tech. Assistance: Visual Identity
Trainings: --
Trade Fairs: --
Trade Missions: --
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$0	0
2009	\$46,558	17
2010	\$564,022	13
2011	\$708,833	13
2012	\$250,000	12

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$17,100	37
2010	\$7,175	1
2011	\$95,420	13
2012	\$34,091	14

Formal Credit use: Yes

EVEREST

Sector: LM
Tier: Middle
Cluster:

**Bujanovac****Owner:** Radmila Vojinović**Products:** Laser graving products

Address: Trg Karadjordja Petrovića 3, 17520 Bujanovac **Website:** <http://www.facebook.com/pages/EVEREST/125672210807834>

BUSINESS SUMMARY

The private company EVEREST was founded in 2007. Its main business activity is laser graving products. This is an innovative and new business for Bujanovac. The company offers laser engraving and marking on many different kinds of materials. Their products have original designs, and are made of different materials such as wood, marble, clirit, plexiglass, glass, and leather.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2007
Grants: Laser engraving machine
Intl. standards: --
Tech. Assistance: --
Trainings: --
Trade Fairs: 11-Belgrade-Construction
Trade Missions: --
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$6,027	3
2009	\$5,309	3
2010	\$5,385	3
2011	\$8,833	3
2012	\$10,455	2

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: Yes

EVERSTONE

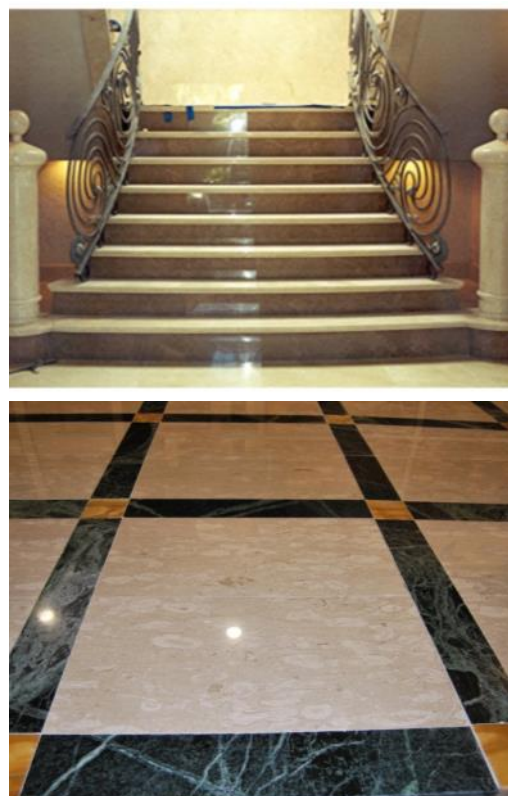
Sector: LM
Tier: Youth (Base)
Cluster:

**Novi Pazar**

Owner: Enes Suvodolac
Products: Marble radiators
Address: Banja bb, 36300 Novi Pazar **Website:** <http://www.everstone.rs>
Contact/Phone: Enes Suvodolac, 060/337-2137; 020/372-137.

BUSINESS SUMMARY

Although Everstone was founded relatively recently (2011), the company's founding family has a history of work with marble and granite that stretches back generations. Everstone is one of the leading companies in Sandzak dealing with the manufacture and installation of all types of marble and granite works (stairs, floors, tables and table tops, mosaic, fireplaces, ventilated facades, water jet installations, window sills and marble radiators). The company's staff closely follows technological developments in the field of marble production and tries to apply them in their production process as soon as new techniques emerge. The company processes between 300 and 600 m2 of stone work per month. All work is performed on site throughout the Sandzak region. USAID assistance was instrumental in spurring the company to pursue new markets and buyers through trade fair appearances. They have participated in Belgrade's construction fair in 2011, the Verona Stone Fair (also in 2011) and at the Stone Fair in Kragujevac in 2012. Though the company has yet to break into any export markets, it plans to enter both the Belgrade and Novi Sad

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2012
Grants: --
Intl. standards: --
Tech. Assistance: Visual Identity
Trainings: Management
Trade Fairs: --
Trade Missions: --
New Markets entered in project: Serbia - Regional

KEY TREND DATA

Year	Total Sales	Employees
2008	\$0	0
2009	\$0	0
2010	\$0	0
2011	\$218,103	11
2012	\$223,864	11

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$40,894	19
2012	\$79,545	36

Formal Credit use: Yes

EXELIT**Sector:** Apparel**Tier:** Middle**Cluster:****Novi Pazar****Owner:** Esad Hamzagic**Products:** Jeans**Address:** Save Kovacevica bb, 36300 Novi Pazar **Website:** <http://www.elitjeans.com>**Contact/Phone:** Esad Hamzagic, 020/333-100.**BUSINESS SUMMARY**

Established in 1990 by the Hamzagic brothers, Exelit manufactures 20,000 – 30,000 pairs of jeans annually under its own label (Eselit, Exelit and Elit). Its spacious (2,500 m²) production facility, built in 2005, is situated in the heart of Novi Pazar's textile zone. The company is not one of the largest manufacturers, instead choosing to remain focused on a limited range of products (variations of jeans) in the mid-priced range, where it believes consumer demand is most consistent and predictable. Previously it sold its products only in the local market in and around Novi Pazar and relied on direct contact with its traditional wholesale and retail buyers to make sales. The company works hard to balance price with high quality and procures quality fabric and other raw materials from Turkey, Greece and Italy. In September 2012, USAID helped Exelit attend its first ever international trade fair in Poznan, Poland, which resulted in a visit to Novi Pazar by a potential new buyer later that fall. As of December 2012, Exelit's negotiations with this new buyer were highly promising.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project:	2012
Grants:	--
Intl. standards:	ISO
Tech. Assistance:	Business Software, Visual Identity
Trainings:	Finance and Sales (2), Leadership, Life-cycle, Management, Marketing
Trade Fairs:	12-Poznan
Trade Missions:	12-Poland
New Markets entered in project:	Italy, Poland

KEY TREND DATA

Year	Total Sales	Employees
2008	\$158,664	18
2009	\$139,120	20
2010	\$107,181	18
2011	\$130,921	18
2012	\$164,773	18

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$81,454	51
2009	\$82,463	59
2010	\$52,156	49
2011	\$64,479	49
2012	\$64,773	39

Formal Credit use: No

EXIT

Sector: Apparel
Tier: Top
Cluster: Asstex

**Novi Pazar**

Owner: Eldin Medjedovic **Products:** Jeans
Address: Stefana Nemanje bb, 36300 Novi Pazar **Website:** <http://www.exitfashion.com>
Contact/Phone: Enes Besovic, 064/87-19-001, 020/315-615.

BUSINESS SUMMARY

Exit was founded in 1994 and is one of Novi Pazar's largest fashion companies. Although initially focused on loan jobs for foreign clients, it is now fully dedicated to its own branded clothes. It began with the "Stop" brand in the 1990s, for children and teenagers, and then in 2005, merged with "Medaki," another local brand focused on young adult, urban design. The brand was unified into "Exit" shortly thereafter. The company is currently situated in a 6,000 m2 facility that has the capacity to produce nearly 450,000 pieces of clothing per year. The company currently employs about 200 workers that are involved in the entire fashion production process from design to assembly and tailoring to finishing and detailing. Exit has a highly diverse client base and sells its products through over 280 retail shops in Serbia, Montenegro, Bosnia and Herzegovina and Macedonia. Exit was one of the founding members of the Asstex apparel association and export cluster in Novi Pazar and participates in the cluster's venture to service the Poland market by opening a distribution center there (2011).

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2009
Grants: --
Intl. standards: --
Tech. Assistance: --
Trainings: Finance and Sales, Marketing (2)
Trade Fairs: 07-Belgrade-Base, 10-Dusseldorf
Trade Missions: --
New Markets entered in project: Germany

KEY TREND DATA

Year	Total Sales	Employees
2008	\$3,005,524	123
2009	\$5,769,517	90
2010	\$1,444,957	90
2011	\$2,181,025	90
2012	\$2,897,727	90

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$449,802	15
2009	\$565,056	10
2010	\$722,478	50
2011	\$1,090,513	50
2012	\$937,500	32

Formal Credit use: Yes

FASS

Sector: Food
Tier: Middle
Cluster: Keepers of Tradition

**Sjenica**

Owner: Ismail Ljubic
Products: Dairy
Address: Prijepoljska bb, 36310 Sjenica **Website:** <http://www.mlekara-fass.rs>
Contact/Phone: Ismail Ljubic, 063/68-23-36.

BUSINESS SUMMARY

Fass, of Sjenica, was founded in 2001 as a small, boutique dairy specializing in semi-durable milk products (milk, yogurt, "Sjenica" style cheese, peppers in cream and butter) that are used throughout the region in traditional cooking. Fass' traditional production methods, attention to quality and consistency and the high quality of pasture-fed milk give their products a unique and recognizable taste. The dairy is an important part of the local economy and buys raw material (milk) from over 200 small farms. Fass grew rapidly and in 2007 moved to a new facility that doubled its production capacity. Although Fass still sells most of its products in Sjenica and neighboring Novi Pazar (through both independent and chain grocery stores as well as in grilled meat shops) it has started selling further afield and aspires to export at least 30% of its production within the next 3 years. In June 2012 it initiated sales, in collaboration with two other local partners, through a Belgrade-based store. In November 2012 Fass became a founding member of the "Keepers of Traditions" food cluster and a participant in the Belgrade Halal food shop endeavor. Fass obtained ISO

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2009
Grants: --
Intl. standards: Halal
Tech. Assistance: Visual Identity
Trainings: Branding, Management, Marketing
Trade Fairs: --
Trade Missions: --
New Markets entered in project: Serbia - Belgrade

KEY TREND DATA

Year	Total Sales	Employees
2008	\$514,935	10
2009	\$529,071	10
2010	\$491,485	10
2011	\$531,625	10
2012	\$522,727	13

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$24,574	5
2011	\$42,530	8
2012	\$0	

Formal Credit use: Yes

FLUIDI

Sector: Food**Tier:** Top**Cluster:**

Presevo

Owner: Mustafa Bujar**Products:** Soft drinks**Address:** Zujinski put 5, 17523 Preševo **Website:** <http://en.fluidi.net>**Contact/Phone:** Bujar Mustafa, 064 28 37 513.

BUSINESS SUMMARY

Fluidi is the largest producer of juices and soft drinks in Southern Serbia and is one of its home town's (Presevo) most important private sector employers. Started in 1994, the company has gradually expanded its product range (from soft drinks to juices), packaging options (glass, plastic, tetra pack, aluminum pouches), brands (from own branded drinks to franchise owners / distributors of Israeli "Jaffa" and U.S. "R.C. Cola" products (which it has exclusive distribution rights to serve four countries), to private label production) and geographical reach. Fluidi services its four primary markets, South Serbia, Kosovo, Macedonia and Albania from its two production plants (one in Serbia and one in Kosovo). Over the past six years it has successfully reached the Macedonian, Swiss, U.K. and Dutch markets and in 2012, with USAID assistance, began sales and distribution in Albania. Fluidi was an early adopter of international standards, earning their HACCP and ISO 9001:2000 certifications in 2007.



ES PROJECT ASSISTANCE SUMMARY

Entered Project:	2009
Grants:	--
Intl. standards:	--
Tech. Assistance:	--
Trainings:	--
Trade Fairs:	08-Pristina, 09-Bujanovac, 10-Tirana, 11-Tirana
Trade Missions:	11-Tirana, 12-Moscow2
New Markets entered in project:	--

KEY TREND DATA

Year	Total Sales	Employees
2008	\$3,030,555	37
2009	\$2,970,693	37
2010	\$2,745,859	37
2011	\$4,592,867	37
2012	\$5,113,636	59

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$2,497,230	91
2011	\$4,133,581	90
2012	\$4,545,455	89

Formal Credit use: Yes

FONTANA

Sector: Food
Tier: Top
Cluster:

**Presevo**

Owner: Zejnulla Ibrahim
Products: Dairy
Address: Bukarevac, 17523 Preševo **Website:** <http://www.qumshtorjafontana.com>
Contact/Phone: Armend Ibrahim, 064 355 65 40.

BUSINESS SUMMARY

Fontana Dairy is a small, second generation family-owned business based in Presevo. It was founded in 1982 as a drilling company by a Macedonian dairy, which, after Macedonian independence, moved to Presevo and focused solely on the dairy business. Fontana collects about 2,500 liters of milk per day from around 350 local farmers throughout South Serbia (as far north as Vranje) and turns the milk into a variety of products such as sour milk, yogurt, sour cream, soft and semi hard (feta) cheese (it's best seller and 80 percent of its production). With USAID support, the company re-branded its Feta cheese to successfully enter the markets of Niš and Vranje. Prior to May 2009, the company sold 95 percent of its Feta in Kosovo and just 5 percent in South Serbia (and had been considering relocating its entire plant to Kosovo). With its new market success, the company has replaced some of the revenue lost during the economic slow-down of 2009-2011, now sells 30% of its products in its new Serbian markets and is committed to remain in Serbia for the long term.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2007
Grants: Products packaging machine
Intl. standards: --
Tech. Assistance: Visual Identity
Trainings: Finance and Sales (2), Management (2), Marketing
Trade Fairs: 08-Bujanovac, 08-Novisad, 08-Pristina, 09-Bujanovac, 09-Pristina, 10-Bujanovac
Trade Missions: 10-Tirana
New Markets entered in project: Serbia - Regional

KEY TREND DATA

Year	Total Sales	Employees
2008	\$700,144	9
2009	\$299,134	6
2010	\$247,881	7
2011	\$338,955	8
2012	\$334,315	13

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$133,856	39
2012	\$101,748	30

Formal Credit use: No

GENTUNO

Sector: Apparel
Tier: Youth (Base)
Cluster:

Novi Pazar

Owner: Damir Ljajic
Products: Jeans
Address: Gojka Bačanina 47, 36300 Novi Pazar **Website:**
Contact/Phone: Amela Ahmatovic, .

BUSINESS SUMMARY

Gentuno, founded in 1988, produces jeans for youth, with a particular focus on teenage girls. Handmade details on the jeans and denim jackets make each piece unique and distinguish Gentuno's products from other manufacturers. Their extensive use of hand detailing is both an advantage and disadvantage -- on the one hand, Gentuno has gained a highly devoted local following because of their recognizable tailoring; on the other hand, such detailing increases the production time spent on each piece and has made it hard for the company to scale up and build capacity for larger scale production. At present, the company has the capacity to produce about 8,000 pieces of clothing per year. Gentuno currently sells their products through other companies' retail and wholesale outlets throughout Serbia. They also export about 30 percent of their products to Bosnia and Herzegovina and Montenegro. In the near future, they plan to invest in a marketing campaign to promote their products in both the wider European and Russian markets.

ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2012
Grants: --
Intl. standards: --
Tech. Assistance: Visual Identity
Trainings: Marketing
Trade Fairs: --
Trade Missions: --
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$13,566	3
2009	\$17,695	4
2010	\$26,961	20
2011	\$35,946	30
2012	\$34,091	30

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$11,364	33

Formal Credit use: Yes

GILJEVA

Sector: Food
Tier: Middle
Cluster: Keepers of Tradition

**Sjenica**

Owner: Fuad Hrnjak
Products: Processed meat
Address: Prijepoljska bb, 36310 Sjenica
Website:
Contact/Phone: Fuad Hrnjak, 063/647-051; 020/481-062.

BUSINESS SUMMARY

Giljeva from Sjenica was established in 1993 as a small family-owned company that produces fresh and preserved meat and meat products (smoked meats and sausages). The company grew steadily and in 2010 extended its business vertically to include its own farm in the village of Krstac (where it breeds the rare but famous Sjenica ewe) and its own slaughterhouse, which allowed expansion into the processing and sale of fresh meat and leather / skins. With this new facility (and their links to 40 local farms), they can process up to 40 large animals or 150 small animals per day, but are currently operating at about 60% capacity. In addition to selling products throughout Sandzak, they also sell in Vojvodina (northern Serbia) and Belgrade (in their own store) as well as to selected hotels and restaurants. Though they occasionally export small quantities of meat to Montenegro their long-term goal is to export Halal certified meat to Malaysia. Giljeva is both HACCP and Halal certified (for 9 products), is a founding member of the "Keepers of Traditions" food cluster and is a participant in the Belgrade Halal food shop venture.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2012
Grants: --
Intl. standards: Halal
Tech. Assistance: Visual Identity
Trainings: Branding, Finance and Sales
Trade Fairs: 07-Belgrade-Base, 12-Novisad
Trade Missions: --
New Markets entered in project: Serbia - Belgrade, Serbia - Vojvodina, Turkey

KEY TREND DATA

Year	Total Sales	Employees
2008	\$1,133,341	13
2009	\$816,281	13
2010	\$1,148,611	14
2011	\$1,157,517	14
2012	\$1,045,455	14

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$783,125	69
2009	\$403,972	49
2010	\$654,328	57
2011	\$562,735	49
2012	\$420,455	40

Formal Credit use: Yes

GOLD STAR

Sector: Apparel
Tier: Top
Cluster: Prijepolje Textile

**Prijepolje**

Owner: Hrستم Hamzic **Products:** Textile
Address: Bjelopolski put bb, 31300 Prijepolje **Website:** <http://www.goldstar.rs>
Contact/Phone: Hrستم Hamzic, 064/191-8142.

BUSINESS SUMMARY

Gold Star of Prijepolje was founded in 1994 by the Hamzic brothers as a sports wear retail store. In 2002, the company started manufacturing their own branded clothes and today produces casual wear goods for men, women and children. 100% of their production is devoted to their own brand. The company tries to use a mix of domestically sourced raw materials and 100% high-quality cotton imported from Turkey that enables them to offer competitively priced items of high quality. Their products are mainly sold locally in Sandzak in their own (2 locations) and other's stores and throughout Montenegro, their biggest export market. In 2007, Gold Star signed an internship agreement with the local high-school, providing opportunities for 8 students per year. Gold Star is a founding member of the Prijepolje Textile Union (2008) and, later, the Textile Cluster (2012). The company opened a new production facility in 2011 that tripled its production capacity and doubled the number of employees. They are currently in negotiations with possible Polish and Russian buyers.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2007
Grants: Sewing machines
Intl. standards: --
Tech. Assistance: Business Software, Visual Identity
Trainings: Finance and Sales (3), Management, Marketing
Trade Fairs: 07-Belgrade-Base, 11-Tirana, 12-Poznan
Trade Missions: 12-Poland
New Markets entered in project: Montenegro, Serbia - Regional, Serbia - Vojvodina

KEY TREND DATA

Year	Total Sales	Employees
2008	\$176,322	25
2009	\$175,167	25
2010	\$322,040	28
2011	\$391,903	30
2012	\$231,844	32

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$128,816	40
2011	\$117,571	30
2012	\$72,510	31

Formal Credit use: Yes

GRACIJANI

Sector: Apparel
Tier: Middle
Cluster:

**Novi Pazar**

Owner: Mirsad Graca
Products: Textile, textile machinery and packaging
Address: Emina Redžepagića 44, 36300 Novi Pazar **Website:** <http://www.gracijani.com>
Contact/Phone: Mirsad Graca, 062/222-530, 062/222-531.

BUSINESS SUMMARY

“Gracijani d.o.o” has a long and enviable experience in entrepreneurship. They establish their firm in 1990 and started as a producer of school and office furniture, they continued with production of machines for jeans treatment and finishing process production. In 2005 the company has broaden its activities by starting with production of various paper products. Finally, in May 2007, they completed the production line for paper packing bags which enabled production of all sorts of bags with capacity of carrying the weight between 50 grams and 60 kilograms. Since 2005 they are cooperating with professors from Technical University of Cacak and so they manage to produce the first automatic line for treatment “natron” wrapping materials, produced also in south-east Europe. The production capacity at this moment is between 25,000-32,000 pieces per day.

In 1990 they started as producers of school and office furniture
 From 2005 they started with machines production
 Since 2005 cooperating with professors from Technical University

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2007
Grants: Bags machine and Trade Fair participation
Intl. standards: --
Tech. Assistance: --
Trainings: --
Trade Fairs: 07-Belgrade-Base, 07-Belgrade-Fashion, 08 -NoviPazar
Trade Missions: --
New Markets entered in project: Serbia, Slovenia

KEY TREND DATA

Year	Total Sales	Employees
2008	\$323,858	12
2009	\$304,833	15
2010	\$316,888	15
2011	\$288,386	15
2012	\$465,909	15

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$71,968	22
2009	\$104,089	34
2010	\$126,755	40
2011	\$158,612	55
2012	\$119,318	26

Formal Credit use: Yes

GRANDTEX

Sector: Apparel
Tier: Middle
Cluster: Prijepolje Textile

Prijepolje

Owner: Mustava Basovic **Products:** Uniforms
Address: Izeta Čavića 10, 31300 Prijepolje **Website:**
Contact/Phone: Mustafa Basovic, 064/64-26-291; 064/5956805.

BUSINESS SUMMARY

Grandtex was founded in 2010 by one of the former managers (Mr. Mustafa Bašović) of the much larger Trend-tex company in Prijepolje in a move equivalent to a U.S. style "spin-off." Grandtex focuses almost exclusively on producing cotton protective clothing and uniforms for the medical profession. Currently their primary client is Trend-tex. Grandtex has the capacity to manufacture 40,000 – 50,000 pieces of clothing annually. Most all of its production is loan job work from Trend-tex, which is then sold on to a buyer in Germany. Recognizing that its lack of market diversification is a weakness, the company has plans to aggressively pursue new clients in the next few years. Grandtex is a member of the Prijepolje Textile Cluster and is interested in pursuing ISO certification.

ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2012
Grants: --
Intl. standards: --
Tech. Assistance: Visual Identity
Trainings: Life-cycle
Trade Fairs: --
Trade Missions: --
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$0	0
2009	\$0	0
2010	\$340,075	12
2011	\$539,804	15
2012	\$625,000	17

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$340,075	100
2011	\$539,804	100
2012	\$625,000	100

Formal Credit use: Yes

HABA PLUS

Sector: Apparel
Tier: Middle
Cluster: Prijepolje Textile



Prijepolje

Owner: Hasan Kukuljac
Products: Uniforms and sport's wear
Address: Velika Župa bb, 31303 Prijepolje **Website:**
Contact/Phone: Hasan Kukuljac, 064/6138-054.

BUSINESS SUMMARY

The main activities of the company involved loan service contracts for knitting and cutting for larger companies. Beginning in 1995, the company focused more on the creation of their own products, primarily to supplement their already steady revenues from providing loan services. The product range includes work-wear apparel, uniforms for customs officers, police and fire brigade officers, t-shirts, and sports wear which the company plans to strengthen. Monako distributes 90% of their own products to the Montenegro market.

Founded In 1991 by his current owner Hasan Kukuljac

Mostly doing services like knitting and cutting for other companies.

Starting with 3 second hand sewing machines and two employees 1995 starting to produce work wear and sport wear

In 2000 the company had 10 employees and a good market position



ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2008
Grants: Sewing machines
Intl. standards: --
Tech. Assistance: --
Trainings: --
Trade Fairs: --
Trade Missions: --
New Markets entered in project: Switzerland

KEY TREND DATA

Year	Total Sales	Employees
2008	\$181,684	10
2009	\$165,172	14
2010	\$144,274	15
2011	\$175,573	18
2012	\$238,636	18

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$43,282	30
2011	\$89,286	51
2012	\$79,545	33

Formal Credit use: Yes

HES

Sector: Apparel
Tier: Middle
Cluster: Prijepolje Textile

Prijepolje

Owner: Sanija Balicevic **Products:** Uniforms
Address: Mehmed Paše Sokolovića 7, 31305 Brodarevo **Website:**
Contact/Phone: Sanija Balicevic, 064/29 01 384.

BUSINESS SUMMARY

HES was founded in 1999 and offers knitting and cutting services. 95% of their business lies in a loan-job contract with "TRENDTEX," a company from Brodarevo. They do knitting and cutting services over models for work-wear after distributing goods through their partner company in Germany to the EU market. HES is aware that this type of business leaves little profit, and they plan to start their own production for work-wear. HES shares a common fear with other small companies that business with "TRENDTEX" could stop for any reason. Their business plan is to begin producing different kinds of work-wear, including shirts, jackets, coats and trousers, all items that the company currently produces with their existing equipment. The company has been a member of Prijepolje "Textile Union" since 2008.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2008
Grants: Sewing machines
Intl. standards: --
Tech. Assistance: --
Trainings: --
Trade Fairs: --
Trade Missions: --
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$98,956	6
2009	\$83,271	8
2010	\$70,849	10
2011	\$74,973	10
2012	\$68,182	10

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$98,956	100
2009	\$83,271	100
2010	\$70,849	100
2011	\$74,973	100
2012	\$68,182	100

Formal Credit use: No

HIS/EXACT

Sector: Apparel**Tier:** Middle**Cluster:** Asstex

Novi Pazar

Owner: Muamer Ikic**Products:** Jeans**Address:** Dubrovačka 16, 36300 Novi Pazar **Website:** <http://www.exactjeans.rs>**Contact/Phone:** Muamer Ikic, 063/610 157.

BUSINESS SUMMARY

His/Exact, was founded in 1997 and is one of Novi Pazar's largest fashion companies. It is also one of the most recognized Serbian brands as it distributes its products through wholesalers in Jagodina, Krusevac, Leskovac, Loznica, Nis, Novi Sad, Smederevo and Vranje as well as through 18 of its own retail stores throughout Serbia. The company produces a range of denim products such as pants (jeans), jackets, shorts and vests, though some of its production is made from twill fabric. More recently it registered the "Exact" brand (in 2002) and expanded its offerings for different target age groups. His/Exact is a founding member of the ASSTEX Textile association and has benefitted from joining the export cluster by increasing its exports and diversifying its client base (especially in Moscow, Russia and Lodz, Poland).



ES PROJECT ASSISTANCE SUMMARY

Entered Project:	2012
Grants:	--
Intl. standards:	ISO
Tech. Assistance:	Visual Identity
Trainings:	Finance and Sales, Leadership, Marketing
Trade Fairs:	07-Belgrade-Fashion, 08-Novipazar, 11-Poznan, 12-Moscow
Trade Missions:	10-Poznan, 12-Moscow
New Markets entered in project:	Poland

KEY TREND DATA

Year	Total Sales	Employees
2008	\$168,604	31
2009	\$172,758	30
2010	\$189,914	47
2011	\$254,423	31
2012	\$363,636	31

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$10,076	6
2009	\$14,870	9
2010	\$28,487	15
2011	\$101,765	40
2012	\$125,000	34

Formal Credit use: No

HIV

Sector: Apparel
Tier: Top
Cluster:



Vranje

Owner: Cooperation
Products: Shoes soles, heels, platforms
Address: Omladinskih Brigada 11, 17500 Vranje
Website: <http://www.hiv.co.rs>
Contact/Phone: Novkovic Rade, Gen Direktor, 063/402-275.

BUSINESS SUMMARY

HIV produces adhesives for shoe and furniture. The company's daily capacity is 2600 kg of different types of adhesives. It currently employs 65 workers. Starting in April 2004, HIV became privatized. The major owner, with more than 70% of capital ownership of HIV, is the Italian company KENDA FARBEN S.r.L. from Garlasco. Some advantages of HIV include their high quality of products and services, permanent extension of assortment and market, as well as keeping pace with the highest technology in production of soles, adhesives and other raw materials for shoe industry.



ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2008
Grants: --
Intl. standards: ISO
Tech. Assistance: Visual Identity
Trainings: Finance and Sales, Marketing
Trade Fairs: 10-Belgrade-Furniture, 12-Poznan
Trade Missions: 12-Poland
New Markets entered in project: Croatia

KEY TREND DATA

Year	Total Sales	Employees
2008	\$2,998,669	69
2009	\$2,199,214	75
2010	\$2,074,971	76
2011	\$2,323,664	75
2012	\$2,439,689	59

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$642,427	21
2009	\$518,287	24
2010	\$483,627	23
2011	\$526,604	23
2012	\$569,480	23

Formal Credit use: Yes

IBER

Sector: Food

Tier: Top

Cluster:

Bosilegrad

Owner: Nevenka Kostadinova

Products: Bread, pastries

Address: Slavčo Dinov 33, 17540 Bosilegrad **Website:** <http://www.iber.rs>

Contact/Phone: Nevenka Kostadinova, 063 432 462.

BUSINESS SUMMARY

IBER is a food producing company founded in 1993. Apart from manufacturing, the company also provides sales, services and the export-import of their products. The company distributes their products to 17 stores. The company also provides services for household appliances, which can be found in their stores.



ES PROJECT ASSISTANCE SUMMARY

Entered Project:	2008
Grants:	--
Intl. standards:	--
Tech. Assistance:	Visual Identity
Trainings:	Finance and Sales (3), Leadership, Management, Marketing (2)
Trade Fairs:	--
Trade Missions:	--
New Markets entered in project:	Serbia - Regional

KEY TREND DATA

Year	Total Sales	Employees
2008	\$2,156,441	40
2009	\$2,239,762	41
2010	\$2,062,218	38
2011	\$2,315,908	35
2012	\$2,069,374	38

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: Yes

INAK

Sector: LM
Tier: Top
Cluster:



Bosilegrad

Owner: Ivan Kostadinov
Products: Beech and oak parquet, ship floor
Address: Slavčo Dinov 33, 17540 Bosilegrad
Website: <http://www.inak.rs>
Contact/Phone: Ivan Kostadinov, 065 402 58 80.

BUSINESS SUMMARY

The private company Inak manufactures timber, parquet, and other wood products such as board, lath, and beam. The company's main products are beech and oak parquets that are up to 50 square meters, and ship floors that are up to 100 square meters.



ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2008
Grants: --
Intl. standards: ISO
Tech. Assistance: Visual Identity
Trainings: Finance and Sales, Leadership, Management, Marketing
Trade Fairs: --
Trade Missions: --
New Markets entered in project: Serbia - Regional

KEY TREND DATA

Year	Total Sales	Employees
2008	\$341,850	27
2009	\$294,736	29
2010	\$281,740	29
2011	\$473,023	25
2012	\$654,444	47

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: Yes

JOIN/BRUG

Sector: Apparel**Tier:** Top**Cluster:** Asstex

Novi Pazar

Owner: Rešad Ugljanin**Products:** Jeans**Address:** Save Kovačevića 2, 36300 Novi Pazar **Website:** <http://www.brugjeans.com>**Contact/Phone:** Resad Ugljanin, 063/314-314.

BUSINESS SUMMARY

Join/Brug, founded in February 2000, is one of the more recent entrants to the Novi Pazar fashion market. The company started out doing loan work for other domestic and international clients but quickly branched out into designing, producing and marketing under its own label (in 2004 the company registered the brand "Join" and in 2006 registered their second trademark "Brug"). The company focuses on youth urban wear and similar casual clothes for young men and women. The company's sales plan relies primarily on distributing its products through more than 60 partner retail shops in Serbia, Montenegro and Bosnia and Herzegovina. However, Join/Brug does still take on international loan job work for several higher-end fashion outlets such as Otto Kern, Mustang and Pioneer. It has used its ASSTEX cluster membership to help it expand its export reach to the Czech Republic, Russia, Poland and Slovenia.



ES PROJECT ASSISTANCE SUMMARY

Entered Project:	2007
Grants:	Specialized IT equipment
Intl. standards:	ISO
Tech. Assistance:	Business Software, Visual Identity
Trainings:	Finance and Sales (3), Leadership, Life-cycle, Management, Marketing (3)
Trade Fairs:	07-Belgrade-Fashion, 09-Moscow, 10-Tirana, 11-Tirana, 12-Moscow
Trade Missions:	10-Poznan, 11-Tirana, 12-Moscow
New Markets entered in project:	Russia

KEY TREND DATA

Year	Total Sales	Employees
2008	\$1,526,309	62
2009	\$892,193	62
2010	\$779,003	49
2011	\$1,022,356	62
2012	\$1,193,182	62

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$125,945	8
2009	\$89,219	10
2010	\$389,501	50
2011	\$340,785	33
2012	\$465,909	39

Formal Credit use: Yes

KERAMIKA

Sector: LM
Tier: Top
Cluster:

**Leskovac**

Owner: Zoran Dimitrijević
Products: Ceramic
Address: Tome Kostića bb, 16000 Leskovac **Website:** <http://www.keramika-le.rs>
Contact/Phone: Bojan Dimitrijevic, 063 455 878.

BUSINESS SUMMARY

Keramika is a company from Leskovac with nearly 30 years of history that produces ceramic bathroom fixtures such as sinks, toilets and bidets for commercial and residential use. Starting from a husband-wife team with a private shop for making hand-made fixtures one at a time, the company now operates out of a largely automated facility that employs 43 people and produces 46,000 pieces per year. The company's commitment to quality is apparent in their rigorous final product inspection process—any flaw or chip, no matter how small, can cause a piece to be rejected. Additionally, price competitiveness has helped establish Keramika's name in the market at home and abroad. Currently 10% of the company's product is exported, and the company saw an increase in sales in 2009 as buyers, in the face of a challenging economy, sought better value closer to home (Keramika's prices are 50% lower than equivalent Western Europe product prices). The company received a special award for design at Belgrade Trade Fair in 2001.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2008
Grants: --
Intl. standards: ISO
Tech. Assistance: Visual Identity
Trainings: Finance and Sales (2), Management (2), Marketing
Trade Fairs: 10-Belgrade-Construction
Trade Missions: --
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$955,257	62
2009	\$1,097,997	47
2010	\$846,986	38
2011	\$923,351	27
2012	\$837,392	8

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$133,573	14
2009	\$136,848	12
2010	\$90,478	11
2011	\$92,335	10
2012	\$2,512	0

Formal Credit use: No

KERAMIKA - Presevo

Sector: LM
Tier: Top
Cluster:



Presevo

Owner: Sahmet Fejzullahu
Products: Ceramic, granite, marble
Address: V. Smajevic - Crnotince, 17523 Preševo
Website: <http://http://gran-mermer.net>
Contact/Phone: Samet Fejzullahu, 017/664576; 0638686873.

BUSINESS SUMMARY

Keramika Presevo was founded in 2002 by Samet Fejzullahu, who has extensive experience in marble and granite production. Keramika was one of the first companies to process granite, natural marble, quartz granite, and travertine. The company is using modern equipment and offers quality services for reasonable prices.



ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2011
Grants: --
Intl. standards: --
Tech. Assistance: Business Plan, Visual Identity
Trainings: Life-cycle
Trade Fairs: --
Trade Missions: --
New Markets entered in project: Bulgaria, Serbia - Regional, Turkey

KEY TREND DATA

Year	Total Sales	Employees
2008	\$104,354	2
2009	\$96,654	6
2010	\$115,935	8
2011	\$115,047	8
2012	\$123,468	2

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: No

KONDIVA**Sector:** Food**Tier:** Top**Cluster:**

INDUSTRIJA KONDITORSKIH PROIZVODA

Bujanovac**Owner:** Simpo AD**Products:** Confectionery products**Address:** Žbevac, 17521 Ristovac **Website:** <http://www.kondiva.rs>**Contact/Phone:** Divna Tomić finance director, 017/50 440.**BUSINESS SUMMARY**

Kondiva, founded in 2002, is one of the youngest companies manufacturing confectionery products in Serbia. The company started with manufacturing wafers. Shortly after, the company started manufacturing candies, caramels, and chocolate and chocolate desserts. The confectionery manufacturing plant is located in the village of Zbevac, in Bujanovac municipality.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project:	2009
Grants:	--
Intl. standards:	--
Tech. Assistance:	--
Trainings:	Finance and Sales, Management, Marketing
Trade Fairs:	08-Bujanovac, 09-Bujanovac, 09-Skoplje, 10-Bujanovac
Trade Missions:	--
New Markets entered in project:	Albania, Australia, Bahrain, Czech Republic, France, Kuwait, Russia, Slovak Republic, Slovenia

KEY TREND DATA

Year	Total Sales	Employees
2008	\$5,260,166	161
2009	\$5,308,104	140
2010	\$5,364,099	140
2011	\$5,425,300	140
2012	\$4,202,206	133

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$600,216	11
2009	\$579,480	11
2010	\$500,000	9
2011	\$1,294,984	24
2012	\$701,648	17

Formal Credit use: Yes

KONIK

Sector: Apparel
Tier: Middle
Cluster: Prijepolje Textile

**Prijepolje**

Owner: Ivan Ljubic
Products: Uniforms
Address: Moše Pijade 36, 31300 Prijepolje **Website:**
Contact/Phone: Ivan Ljubic, 065/653-7653.

BUSINESS SUMMARY

Konik was established in 2005 by a textile engineer, Ivan Ljubic. The company originally exported its entire production to Germany, through a loan job contract with TREND TEX. Historically these types of jobs entail very small margins, so Konik has used the profits it's earned to expand from 5 to 30 textile machines and engage 20 new employees in past two years. Now, in addition to providing loan services, Konik uses 20 percent of its production capacity for producing their own branded products. The products include different kinds of work wear such as shirts, jackets, trousers, vests, and coats, which are sold in the local market. The company has plans to diversify its export markets and is a founding member of the Textile Union in Prijepolje. In addition, the owner, Mr. Ljubic, is the current president of the Prijepolje textile cluster.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2008
Grants: Sewing machines
Intl. standards: --
Tech. Assistance: Visual Identity
Trainings: Finance and Sales (2), Management, Marketing
Trade Fairs: --
Trade Missions: --
New Markets entered in project: Serbia

KEY TREND DATA

Year	Total Sales	Employees
2008	\$259,086	39
2009	\$208,178	40
2010	\$180,343	40
2011	\$299,891	45
2012	\$693,182	45

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$63,120	35
2011	\$239,913	80
2012	\$522,727	75

Formal Credit use: Yes

KOSUTA INZEN-

Sector: LM
Tier: Top
Cluster:

**Novi Pazar****Owner:** Halil Košuta**Products:** Marble and granite**Address:** 1. maja 114, 36300 Novi Pazar **Website:** <http://www.kosutaing.com>**Contact/Phone:** Halil Kosuta, 020/332-660.**BUSINESS SUMMARY**

Kosuta company is a specialized construction firm working with fascinating materials such as marble and granite. The company poses most advanced technology of design, final finish and stone installation and a twenty-five year experience. Thanks to the cooperation with companies from Italy, Spain, Brazil and India they are able to offer most ever exclusive sort of stones seen by the human eye. The list of references includes more than twenty impuissant institutions such as Hyatt Regency in Belgrade, Building of the Government of Republic Serbia in Belgrade and many others.

Founded in Novi Pazar 1991

Registered 19. 04. 2006 as a company for construction, production and trade.

Lately news

Signed and realized project for adaptation of the Shopping malls in Zajacar, Knjazevac, Bor and Vranje, 2008.

Signed contract for adaptation of the Shopping mall in Jagodina,

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2009
Grants: --
Intl. standards: --
Tech. Assistance: --
Trainings: --
Trade Fairs: 09-Belgrade
Trade Missions: --
New Markets Serbia
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$87,247	8
2009	\$106,084	22
2010	\$105,685	22
2011	\$100,646	22
2012	\$173,864	21

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$17,844	17
2010	\$52,842	50
2011	\$50,436	50
2012	\$56,818	33

Formal Credit use: Yes

LAV DAIRY

Sector: Food
Tier: Middle
Cluster: Keepers of Tradition

Sjenica

Owner: Nuriya Turković
Products: Dairy
Address: Jablanička 37, 36310 Sjenica **Website:**
Contact/Phone: Senko Rozajac, 065/5750 227.

BUSINESS SUMMARY

Lav Dairy was founded in 2011 as a subsidiary of the company Turkovic. The company processes milk and its offers the well-known Sjenica cheese, kajmak and paprika in sour cream. The company is a member of the cluster "Keepers of tradition- Pester, Golija and Kopaonik".



ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2012
Grants: --
Intl. standards: Halal
Tech. Assistance: --
Trainings: --
Trade Fairs: --
Trade Missions: --
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$0	0
2009	\$0	0
2010	\$0	0
2011	\$0	1
2012	\$1,068,182	8

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: Yes

LIMTEX**Sector:** Apparel**Tier:** Middle**Cluster:****Prijepolje****Owner:** Radojka Vučić**Products:** Textile**Address:** Ljubiše Miodragovića 242, 31303 Prijepolje **Website:****Contact/Phone:** Gorica Cukovic, 062 386 988.**BUSINESS SUMMARY**

“Limtex” is a newly established workshop for sewing and selling clothes. Since November 2007, when the company started business, they’ve managed to produce over 10,000 items. The company produces a wide range of products: hooded sweatshirts, T-shirts, tracksuits, pajamas, tablecloths, sheets and bed linen, operating room textiles, doctors’ uniforms, etc. Although they have only recently started, they’ve already managed to find a market for their products. For example, Limtex provided 2,000 pieces of bedding for the Clinic Center in Belgrade, nightgowns for hospital patients for a hospital in Novi Pazar, and surgical drapes and gowns for a hospital in Cacak. Alternatively, their sport garments and nightwear are primarily being sold to local retailers; however, they are still unable to produce large quantities in a short period of time.

ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2007

Grants: Sewing machines

Intl. standards: --

Tech. Assistance: --

Trainings: --

Trade Fairs: --

Trade Missions: --

New Markets --

entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$5,417	3
2009	\$6,171	3
2010	\$5,153	3
2011	\$6,134	3
2012	\$7,955	2

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: No

LINDI

Sector: LM
Tier: Youth (Base)
Cluster:

Presevo

Owner: Fatmir Latifi
Products: PVC and Aluminium carpentry
Address: Oraovica, 17523 Preševo **Website:**
Contact/Phone: Fatmir Latifi 0, 063 11 14 990.

BUSINESS SUMMARY

LINDI is a private company from Oraovica, Presevo, founded in 2004. The company's core business is the production and installation of products made of PVC and aluminum such as doors, windows, and garage doors. Their goal is to expand business by introducing new products to the market

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2011
Grants: --
Intl. standards: --
Tech. Assistance: Business Plan, Visual Identity
Trainings: Finance and Sales, Management, Marketing
Trade Fairs: --
Trade Missions: --
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$62,972	1
2009	\$52,045	1
2010	\$25,763	1
2011	\$65,976	1
2012	\$85,227	1

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$17,992	29
2009	\$29,740	57
2010	\$19,322	75
2011	\$16,358	25
2012	\$45,455	53

Formal Credit use: No

LJIN

Sector: Food
Tier: Middle
Cluster: Keepers of Tradition

**Novi Pazar**

Owner: Golub Pendić
Products: Dairy
Address: Šaronje bb, 36305 Deževa
Website: <http://www.mlekaraljin.com>
Contact/Phone: Ivanka Pendić, .

BUSINESS SUMMARY

Ljin is a small dairy located in the village Saronje, on the slopes of mount Golija, about fifteen kilometers from Novi Pazar. It is a subsidiary of Ljin PPD from Raska and was established in 1994. Ljin currently processes about 8,500 liters of milk per day and collects milk from 350-400 small farms, making it an important contributor to the financial stability of local rural households. Like many small dairies in the region, Ljin is focused on high quality products used in traditional cooking. It produces about 10 different such products but its signature product is peppers in cream sauce. About 70% of Ljin's production is distributed through local retail shops while the remaining 30% is distributed through wholesalers. With its updated collection and deliver vehicle fleet, it prides itself on its efficient distribution system which it uses to make good on its promise to customers that its products "will always be at the right place at the right time and ready to be consumed always fresh." Ljin is a founding member of the "Keepers of Tradition" Halal food cluster.

**ES PROJECT ASSISTANCE SUMMARY****Entered Project:**

Grants: --

Intl. standards: Halal

Tech. Assistance: Visual Identity

Trainings: Finance and Sales, Management (2), Marketing

Trade Fairs: --

Trade Missions: --

New Markets Serbia - Belgrade
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$1,259,446	13
2009	\$892,193	20
2010	\$772,897	18
2011	\$1,090,513	18
2012	\$1,193,182	18

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$89,960	7
2009	\$104,089	12
2010	\$180,343	23
2011	\$224,918	21
2012	\$170,455	14

Formal Credit use: Yes

LOTOS

Sector: Apparel
Tier: Middle
Cluster: Kostana Shoes

**Vranje**

Owner: Miodrag Veselinović **Products:** Shoes
Address: Zlatokop, 17500 Vranje **Website:** <http://www.lotosdoovranje.rs>
Contact/Phone: Miodrag Veselinovic, 060 505 90 59.

BUSINESS SUMMARY

The company "Lotos" was established in 1994 in Vranje as a family-owned company for the production of shoelaces and waist strings. With only five employees and a production plant that operated at full production capacity of 150,000 pairs of laces a month, the company serviced the largest former YU state-owned shoe companies in Serbia and Macedonia. In 2000, Lotos opened a new plant and expanded production to sewing upper shoe parts for the company Carmens from Italy. In 2001, it started producing finished men and women glued (dress shoes and sandals) and sewn (walking shoes, slippers, sandals) footwear under its own brand for the Serbian market. The company currently employs 15 employees, and its annual production ranges between 8,000 and 10,000 pairs of finished footwear (about half of its possible capacity). Though the company was one of the founding members of the Kostana shoe cluster, a venture that they hope will help expand its business, they did not otherwise participate in USAID assistance under its Economic Security program.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2011
Grants: --
Intl. standards: --
Tech. Assistance: Visual Identity
Trainings: Life-cycle
Trade Fairs: 12-Dusseldorf
Trade Missions: 11-Dusseldorf
New Markets Serbia - Regional
entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$179,921	11
2009	\$148,699	11
2010	\$167,461	11
2011	\$163,577	15
2012	\$136,364	15

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$9,279	6
2011	\$0	
2012	\$6,818	5

Formal Credit use: Yes

M&S

Sector: Apparel
Tier: Middle
Cluster: Kostana Shoes

Bujanovac

Owner: Miomir Stojiljković **Products:** Shoes
Address: Sveta Petka, 17524 Bujanovac **Website:**
Contact/Phone: Miomir Stojilkovic, 063/ 84 560 36.

BUSINESS SUMMARY

M&S is a small footwear manufacturer from the village of Sveta Petka near Bujanovac. Established in 1998 as a small partnership business, it is nowadays engaged in the production of upper parts of footwear (for both men's and women's shoes) and the provision of sewing services on a subcontract basis for some of the largest shoe manufacturers in Vranje (until 2002 for Minex and since 2003 for Sanch). Starting with only four employees, the company now employs 16. The company's near term goals are to diversify its client base, expand its sales to export markets and make additional investments in its production capacity. The company is one of the founding members of the Kostana shoe cluster.

ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2011
Grants: --
Intl. standards: --
Tech. Assistance: Visual Identity
Trainings: Life-cycle
Trade Fairs: --
Trade Missions: --
New Markets Serbia - Regional
entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$77,734	13
2009	\$73,627	12
2010	\$84,597	14
2011	\$92,647	16
2012	\$73,864	16

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: Yes

MANTIJE ALA BEKA

Sector: Food
Tier: Middle
Cluster: Keepers of Tradition



Novi Pazar

Owner: Behdzida Dustinac

Products: Pastries

Address: Mitrovacka A, 36300 Novi Pazar **Website:** http://pesterfood.org/?page_id=129

Contact/Phone: Behdzida Dustinac, 065/4419550.

BUSINESS SUMMARY

Mantije ala Beka is a newly established enterprise (2011) with a goal of presenting mantije dumplings and pies to a wider Serbian audience. Mantije is a traditional pastry consisting of a spiced meat mixture, usually lamb or ground beef, in a dough wrapper and then either boiled or steamed. Although very popular in the Sandzak region and well in tune with general Serbian food preferences, mantije dumplings are not often found outside Sandzak. The company's current production capacity is about 400 kg of mantije, 250 kg of sweet pastries and 600 kg of pies per month. The company's ambition is to branch out into the largest Serbian cities and to use its Novi Pazar based production facility to service its retail stores there. It already has a good start as in 2011 Mantije a la Beka opened its first retail store in downtown Belgrade. The company's next goal is for its products to attain Halal certification so that it can join the Belgrade-based Halal food shop initiative.



ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2012
Grants: --
Intl. standards: --
Tech. Assistance: Visual Identity
Trainings: Branding
Trade Fairs: --
Trade Missions: --
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$0	0
2009	\$0	0
2010	\$0	0
2011	\$14,995	3
2012	\$56,818	3

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: Yes

MARINKOVIC

Sector: Food**Tier:** Top**Cluster:**

Leskovac

Owner: Novica Marinković**Products:** Meat**Address:** Navalin, 16254 Bogojevce **Website:****Contact/Phone:** Marinkovic Novica, 064 201 83 34.

BUSINESS SUMMARY

The private butcher shop Marinkovic start with the the family business work at 1994. Until now the firm are expend their activity from sales to producing and processing meat products. The private firm Marinkovic has also their own object for sales and manufacturing. They using the last technologies in their production.

Founded in 1994.



ES PROJECT ASSISTANCE SUMMARY

Entered Project:	2009
Grants:	--
Intl. standards:	--
Tech. Assistance:	--
Trainings:	Finance and Sales (2), Management, Marketing (2)
Trade Fairs:	09-Skoplje
Trade Missions:	10-BanjaLuka, 10-Belgrade, 10-Mostar
New Markets entered in project:	Serbia

KEY TREND DATA

Year	Total Sales	Employees
2008	\$2,184,545	42
2009	\$1,582,379	42
2010	\$1,882,352	42
2011	\$1,551,846	42
2012	\$1,354,795	28

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: Yes

MARKO

Sector: Apparel
Tier: Middle
Cluster: Prijepolje Textile

Prijepolje

Owner: Milojka Mrdak **Products:** Uniforms
Address: Grobnice bb, 31300 Prijepolje **Website:**
Contact/Phone: Milojka Mrdak, 064/144-8068.

BUSINESS SUMMARY

The company's main activity is production of working suits and protective clothes. Production process includes sewing, cutting and painting. The production line is divided in three parts: tailor room, sewing and finishing. The production line is equipped with 10 sewing and finishing machines. Approximately, as they plan in the future, 90% of the overall production will be designated to foreign buyers and just 10% for domestic market. The company "Marko" constantly invests additional efforts in improvement of design, enhancement of products quality and products branding to get consumers confidence and to increase the sales.

Founded in 2004 by Mlojka Mrdak

The production process included sewing, cutting and painting

Member of "Textil Union" in Prijepolje since middle of January 2008.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2008
Grants: Sewing machines
Intl. standards: --
Tech. Assistance: --
Trainings: --
Trade Fairs: --
Trade Missions: --
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$107,953	12
2009	\$89,219	12
2010	\$70,849	12
2011	\$76,336	12
2012	\$69,318	12

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$80,964	75
2009	\$66,914	75
2010	\$70,849	100
2011	\$76,336	100
2012	\$69,318	100

Formal Credit use: No

MENUS/MAXERS

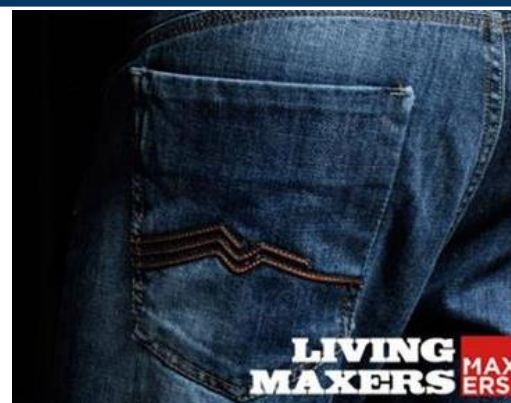
Sector: Apparel
Tier: Top
Cluster: Asstex

**Novi Pazar**

Owner: Amer Ćorić
Products: Jeans
Address: Mihajla Pupina bb, 36300 Novi Pazar **Website:** <http://www.maxers.com>
Contact/Phone: Hajrudin Coric, 020/331-531.

BUSINESS SUMMARY

Menus/Maxers, founded in 1993, is one of the oldest fashion companies in Novi Pazar. The company offers a wide range of products (pants, jackets, shirts, skirts, coats, and sweaters) from a variety of fabrics (velvet, linen, cotton and denim) in the mid-price range for both men and women. Menus/Maxers currently has the capacity to produce 150,000 articles of clothing per year in its 4,000 m2 facility, one of the largest in Novi Pazar. The company has a highly diverse sales scheme. It sells its apparel through its own wholesale and retail outlets and has 40 stores selling just their products throughout Serbia as well as in Macedonia, Bosnia and Herzegovina, Montenegro, and Croatia. Menus/Maxers earned ISO 9001:2008 certification in 2012. The company is a founding member of the Novi Pazar based Asstex fashion association and export cluster and in 2010 used its membership to help it enter the Belarus market and in 2011 enter the Lodz, Poland and Moscow, Russia markets.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2008
Grants: --
Intl. standards: ISO
Tech. Assistance: Business Software, Visual Identity
Trainings: Finance and Sales (2), Leadership, Management (2), Marketing (2)
Trade Fairs: 08-Zagreb, 09-Moscow, 10-Tirana, 11-Poznan, 12-Moscow
Trade Missions: 12-Moscow
New Markets entered in project: Croatia, Greece, Italy, Poland, Russia, Serbia - Vojvodina

KEY TREND DATA

Year	Total Sales	Employees
2008	\$1,883,913	71
2009	\$1,537,478	125
2010	\$1,500,833	149
2011	\$1,687,493	149
2012	\$1,784,591	94

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$449,802	24
2009	\$365,640	24
2010	\$600,333	40
2011	\$532,137	32
2012	\$1,136,364	64

Formal Credit use: Yes

MERMO LUX

Sector: LM
Tier: Top
Cluster:



Leskovac

Owner: Zvonimir Djurdjić
Products: Marble radiator
Address: Tome Kostića 109, 16000 Leskovac
Website: <http://www.mermolux.eu>
Contact/Phone: Zvonimir Djuric, 063 403 121.

BUSINESS SUMMARY

Mermo Lux is the leading producer of natural stone radiators not only in south Serbia, but the entire country. They produce many kinds of building materials and fireplaces. The company has existed for over 20 years, and continues to grow and develop in order to have a better professional and quality business.



ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2008
Grants: --
Intl. standards: ISO
Tech. Assistance: Visual Identity
Trainings: Finance and Sales (2), Management (2), Marketing
Trade Fairs: 09-Belgrade
Trade Missions: --
New Markets entered in project: Austria, Estonia, France, Germany, Italy

KEY TREND DATA

Year	Total Sales	Employees
2008	\$284,001	11
2009	\$274,409	13
2010	\$210,627	10
2011	\$138,743	7
2012	\$121,480	5

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$192,925	68
2009	\$142,305	52
2010	\$65,490	31
2011	\$35,362	25
2012	\$60,599	50

Formal Credit use: Yes

MIKAN/BROS

Sector: Apparel
Tier: Top
Cluster: Asstex

**Novi Pazar**

Owner: Mirsad Hadzimuratović **Products:** Jeans
Address: Trnava, 36300 Novi Pazar **Website:** <http://www.bros-jeans.com>
Contact/Phone: Mirsad Hadzimuratovic, 020/389-051.

BUSINESS SUMMARY

Mikan/Bros was founded in 1996 in Novi Pazar. They manufacture their own branded products (jeans, pants, jackets, T-shirts, sport shirts), which they sell retail and wholesale in Novi Pazar, Belgrade and abroad. The company has invested heavily in promoting its brand which is recognized throughout Europe and, as a result (since 2011), no longer does loan work for other brands. Since 2008, Mikan/Bros has been a member of the Novi Pazar based textile cluster ASSTEX. In 2011 the company (with Asstex support) opened two sales / distribution centers abroad - in Lodz, Poland and in Moscow, Russia. Since then, the company has been generating 80% of its income through exports. The company's facility includes the entire production process, from design to sewing, bleaching, ironing and finishing processes (such as stone washing). The company's most recent expansion of plant and equipment in 2005 is sufficient to meet existing and anticipated near-term demand. The company attained ISO 9001 certification in 2009 and uses USAID provided business process software.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2008
Grants: --
Intl. standards: --
Tech. Assistance: Business Software, Visual Identity
Trainings: Finance and Sales (3), Leadership, Management, Marketing (2)
Trade Fairs: 07-Belgrade-Fashion, 08-Zagreb, 09-Moscow, 10-Dusseldorf, 10-Tirana, 11-Poznan, 11-Tirana, 12-Moscow
Trade Missions: 10-Poznan, 12-Moscow
New Markets entered in project: Croatia, Poland, Russia, Serbia - Regional

KEY TREND DATA

Year	Total Sales	Employees
2008	\$1,169,967	40
2009	\$895,959	49
2010	\$1,017,634	50
2011	\$995,093	52
2012	\$1,500,000	54

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$260,885	22
2009	\$178,439	20
2010	\$407,053	40
2011	\$796,074	80
2012	\$852,273	57

Formal Credit use: No

MILKOP

Sector: Food
Tier: Top
Cluster: Keepers of Tradition

**Raska**

Owner: Bojan Premović **Products:** Dairy
Address: Ibarska bb, Vlasovo, 36350 Raška **Website:** <http://www.milkop.net>
Contact/Phone: Zorica, 064/ 88 36 150.

BUSINESS SUMMARY

Milkop, founded in 1997, has grown quickly due to careful attention to both its suppliers and buyers. USAID recognized the firm's potential early on and in 2002 assisted the company to obtain more modern processing equipment. They have grown even faster since and now source milk from over 3000 small farms and process more than 100,000 liters of milk per day, making Milkop one of Serbia's 5 largest dairies. It is known for paying a good price for good quality milk, an efficient collection system and paying producers on time (always) and twice per month (one of the only dairies to do so). The company focuses on fresh milk (as opposed to long-life boxed), yogurt, sour milk, cheese (white and yellow) and a variety of cream products. With over 100 employees it is one of Raska's largest private sector employers. Milkop sells its products through a distribution network of nearly 2000 buyers from Bosnia and Herzegovina, Croatia, Macedonia, Montenegro, Serbia and Sweden. Milkop is a founding member of the "Keepers of Tradition" food cluster (with 3 Halal certified products) and a participant in the Belgrade-based Halal shop initiative,

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2012
Grants: --
Intl. standards: Halal
Tech. Assistance: Visual Identity
Trainings: Branding
Trade Fairs: 07-Belgrade-Base, 12-Novisad
Trade Missions: 10-Tirana
New Markets entered in project: Croatia, Montenegro, Serbia - Belgrade

KEY TREND DATA

Year	Total Sales	Employees
2008	\$7,340,176	84
2009	\$11,036,193	103
2010	\$12,428,690	115
2011	\$13,809,721	150
2012	\$12,500,000	132

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$2,159,050	29
2009	\$3,568,773	32
2010	\$2,485,738	20
2011	\$1,379,609	10
2012	\$2,272,727	18

Formal Credit use: Yes

MIMA

Sector: Apparel
Tier: Middle
Cluster: Kostana Shoes

Trgoviste

Owner: Mirjana Tomic
Products: Shoes
Address: 7 jula 4, 17525 Trgovište **Website:**
Contact/Phone: Miroslav Tomic, 064/461 67 73.

BUSINESS SUMMARY

Mima was founded in 2009 in the small, southeastern most municipality of Trgoviste by Ms. Mirjana Tomic. The company focuses on finely tailored leather shoes, mostly as loan jobs for two of the region's largest producers, Minex and Mladenovic from Vranje. Despite its small size (Mimi employs 10 people and has the capacity to produce about 50 pairs of shoes per day), it has succeeded where others have failed with a meticulous attention to quality -- its error rate is significantly lower than its competition, which makes it a valuable partner for the larger manufacturers that sell on to Italian fashion houses for whom quality standards are exacting. The company is a founding member of the Kostana shoe cluster (2011) and in the future seeks to improve its production capacity's further and to diversify its client base by establishing cooperation with more domestic and foreign partners.

ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2011
Grants: --
Intl. standards: --
Tech. Assistance: Visual Identity
Trainings: Life-cycle
Trade Fairs: --
Trade Missions: --
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$0	0
2009	\$20,818	9
2010	\$23,187	9
2011	\$27,263	9
2012	\$12,500	1

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: No

MINEX

Sector: Apparel
Tier: Top
Cluster: Kostana Shoes

**MINEX****Vranje**

Owner: Zoran Stoilković **Products:** Shoes
Address: Nemanjina 83, 17501 Vranje **Website:** <http://www.minex-vranje.co.rs>
Contact/Phone: Zoran, 065 285 11 11.

BUSINESS SUMMARY

Minex was founded in 1997 by Zoran Stoilkovic, a former manager in the state-owned footwear company Kostana. Mr. Stoilkovic wanted to build a company devoid of the faults he saw around him in his previous job. He wanted to create a company that treated its employees fairly, paid them on time, gave its employees a voice, was more efficient, less wasteful and produced better quality products. His dreams have been realized through the building of Minex, which makes leather shoe upper pieces for high-end Italian designers (about 90% of the company's revenue) and its own brand of men's shoes. In 2011, Minex opened a second production facility in the "economically devastated" municipality of Vladicin Han and, as of the end of 2012, is pursuing plans to open a third production plant in Presevo, which would focus on producing reinforced ("steel toe") work shoes. Minex is a founding member of the Kostana shoe cluster and its owner is the cluster's current president. Minex received USAID support with implementing ISO certification (2012), visual identity improvements, capacity building training and business process soft-

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2008
Grants: --
Intl. standards: ISO
Tech. Assistance: Business Software, Visual Identity
Trainings: Finance and Sales (3), Leadership, Life-cycle, Management, Marketing
Trade Fairs: 12-Dusseldorf, 12-Poznan
Trade Missions: 11-Dusseldorf, 12-Dusseldorf, 12-Poland, 12-RivaDeGarda
New Markets entered in project: Italy, Serbia

KEY TREND DATA

Year	Total Sales	Employees
2008	\$485,786	86
2009	\$419,524	85
2010	\$536,069	85
2011	\$817,884	140
2012	\$681,818	128

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$485,786	100
2009	\$419,524	100
2010	\$536,069	100
2011	\$817,884	100
2012	\$625,000	92

Formal Credit use: Yes

MINIC MERMER

Sector: LM
Tier: Middle
Cluster:

Prijepolje

Owner: Velibor Minić **Products:** Marble and granite
Address: Pionirska 102, 31300 Prijepolje **Website:**
Contact/Phone: Velibor Minic, 065/8055-010.

BUSINESS SUMMARY

“Minic-Mermer” has been established 2005. The activities of the workshop are all stone-cutter jobs directed, partly on the manufacturing marble and granite boards for cenotaphs (tombstones), and partly for needs of citizens and economy. Also, they are directed on exterior and interior arranging of structural or business space, floor covering, etc. The workshop is performing its services and in architecture (in carpentry, making frameworks, concreting, building into granite boards, etc.)

The market is 50% local, for local needs and for individuals, and 50% is for nearby communities (Nova Varos, Priboj, Sjenica, Bjelo Polje and Pljevlje).

1999 Started as tombstone producer under very modest working conditions

ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2007
Grants: Marble cutting machine
Intl. standards: --
Tech. Assistance: --
Trainings: --
Trade Fairs: --
Trade Missions: --
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$42,551	3
2009	\$83,271	3
2010	\$103,053	5
2011	\$141,221	3
2012	\$136,364	3

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$30,916	30
2011	\$13,631	10
2012	\$12,500	9

Formal Credit use: Yes

MLADENOVIC

Sector: Apparel
Tier: Top
Cluster: Kostana Shoes

**Vranje**

Owner: Nenad Mladenović **Products:** Shoes
Address: Trg slobode 16, 17501 Vranje **Website:** <http://www.mladenovic.co.rs>
Contact/Phone: Nenad Mladenovic, 063/ 402 063

BUSINESS SUMMARY

Mladenovic, established in 1990, is a footwear manufacturing company based in Vranje. The company produces top quality footwear for foreign partners (which then sell Mladenovic produced goods under their own brand name) and, as a result, exports nearly 90 percent of its output to EU markets, Montenegro and Macedonia. Its buyers include some of the most famous Italian brands: East West, Perugio Italy (Nero Giardini brand), Carmens, Sant Luis, 3 Nogarine, Renzo Favero, and Louis Vuitton. The company, with a current capacity of 300 pairs of footwear per day, is in the process of constructing a new production facility that will increase its capacity to over 800 pairs per day. USAID has supported Mladenovic to update its marketing and branding materials and to install modern business process software. The company is one of the founding members of the Kostana shoe cluster and has used its membership to expand to the German market.

KOLEKCIJA PROLEĆE / LETO 2012

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2011
Grants: --
Intl. standards: --
Tech. Assistance: Business Plan, Business Software, Visual Identity
Trainings: Life-cycle
Trade Fairs: 12-Dusseldorf
Trade Missions: 11-Dusseldorf, 12-Dusseldorf, 12-RivaDeGarda
New Markets entered in project: Italy, Serbia - Regional

KEY TREND DATA

Year	Total Sales	Employees
2008	\$1,458,818	68
2009	\$1,256,131	70
2010	\$1,298,993	77
2011	\$1,558,942	87
2012	\$1,135,143	87

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$388,289	27
2009	\$349,068	28
2010	\$384,398	30
2011	\$500,395	32
2012	\$265,335	23

Formal Credit use: No

MORAVKA

Sector: Food**Tier:** Top**Cluster:**

Leskovac

Owner: PRIMA NOVA DOO LESKO- **Products:** Coffee, tea, soup, pudding**Address:** Tekstilna 97, 16000 Leskovac **Website:** <http://www.moravka.rs>**Contact/Phone:** Miodrag Petkovic, 063 10 97 672.

BUSINESS SUMMARY

Moravka is a diversified, packaged food company based in Leskovac. It processes and packages coffee, filtered tea, soups, pudding mixes, dried fruit and a broad range of spices. Since privatization and new ownership in 2007, the company has installed modern equipment and retrained staff. The once defunct company is now thriving under its new owner / management team. Today the factory currently runs 3 shifts and is producing at nearly 100% of its capacity. Revenues has grown from only \$123,500 in 2007 to nearly \$10 million in 2011. The company continues to expand its export sales throughout the region, which represent 30 percent of the companies revenues – up 20 percent from 2009. In 2008 the company won a gold medal for quality of its coffee and a silver one for product quality at the annual Novi Sad agriculture fair. The company runs a "big box" retail store, Zlatan Trag, next to its factory as an innovative cash flow hedge. Moravka achieved ISO and HACCP certification in 2008 and 2009.



ES PROJECT ASSISTANCE SUMMARY

Entered Project:	2009
Grants:	--
Intl. standards:	--
Tech. Assistance:	Business Plan
Trainings:	--
Trade Fairs:	09-Pristina, 09-Skoplje, 09-Tirana, 10-Tirana
Trade Missions:	10-BanjaLuka, 10-Belgrade, 10-Tirana
New Markets entered in project:	--

KEY TREND DATA

Year	Total Sales	Employees
2008	\$1,799,208	26
2009	\$7,201,561	27
2010	\$8,282,880	52
2011	\$10,292,189	80
2012	\$9,090,909	90

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$231,869	3
2011	\$886,041	9
2012	\$1,022,727	11

Formal Credit use: Yes

NAGARD

Sector: Apparel
Tier: Youth (Base)
Cluster:

**Bosilegrad****Owner:** Dragan Vasilev**Products:** Underwear**Address:** D.Potok bb, 17540 Bosilegrad **Website:** <http://www.nagard.rs>**Contact/Phone:** Dragan Vasilev, 064 633 98 90.**BUSINESS SUMMARY**

NAGARD is a small, youth-owned company from Bosilegrad, founded in 2006. The company produces men's and women's undergarments. Nagard products are made of high quality, natural materials with modern designs. The company's goal is to expand business by pursuing export sales to neighboring countries (especially its nearest neighbor, Bulgaria).

WOMEN'S COLLECTION**MEN'S COLLECTION****ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2012
Grants: --
Intl. standards: --
Tech. Assistance: Visual Identity
Trainings: Finance and Sales, Management, Marketing
Trade Fairs: --
Trade Missions: --
New Markets entered in project: Croatia

KEY TREND DATA

Year	Total Sales	Employees
2008	\$68,910	5
2009	\$81,784	6
2010	\$96,741	8
2011	\$177,208	10
2012	\$238,602	10

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$20,673	30
2009	\$32,714	40
2010	\$38,696	40
2011	\$44,302	25
2012	\$102,989	43

Formal Credit use: Yes

NESAL

Sector: Apparel
Tier: Top
Cluster:

**Novi Pazar**

Owner: Nedžad Redžepović **Products:** Jeans
Address: Mihajla Pupina bb, 36300 Novi Pazar **Website:** <http://www.nesal.com>
Contact/Phone: Nedžad Redzepovic, 020/315-280, 065/510-01-00.

BUSINESS SUMMARY

Nesal, founded in 1987, is one of Novi Pazar's oldest and largest fashion companies. It produces a wide range of denim and other casual wear for women and men. At its 7,000 m2 facility, it has the capacity to produce nearly 600,000 pieces of clothing per year, solely under its own label. The company uses its own network of branch offices in Belgrade, Bosnia and Herzegovina, Croatia and Montenegro, to distribute its products to more than 5 wholesalers and 11 retailers throughout the region. It also has successfully exported to a number of other countries such as Croatia, Russia, Italy and Macedonia. The company currently employs about 80 workers that are involved in the entire fashion production process from design to assembly and tailoring to finishing and detailing. Innovative finishing (including stone washing, distressing and other techniques that make each of their pieces unique) is something the company excels at. Nesal was one of the founding members of the Asstex apparel association.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2008
Grants: --
Intl. standards: --
Tech. Assistance: --
Trainings: --
Trade Fairs: 08-Zagreb
Trade Missions: --
New Markets entered in project: Croatia

KEY TREND DATA

Year	Total Sales	Employees
2008	\$3,446,046	80
2009	\$2,756,318	80
2010	\$2,409,956	80
2011	\$2,295,183	80
2012	\$3,636,364	82

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$251,889	7
2009	\$460,967	17
2010	\$1,445,974	60
2011	\$1,377,124	60
2012	\$1,363,636	38

Formal Credit use: Yes

NIGHT SECRET

Sector: Apparel
Tier: Middle
Cluster:



Sjenica

Owner: Eldina Čulavdžić **Products:** Underwear
Address: Jezdimira Lovica 22, 36310 Sjenica **Website:** <http://www.nightsecret.net>
Contact/Phone: Almir Culavdzic, 063/219-159; 020/744-844.

BUSINESS SUMMARY

NIGHT SECRET is a textile company that creates modern undergarments. Known for its comfort and natural materials that fit to the body perfectly, NIGHT SECRET has become a must-have for those who recognize comfort and quality. NIGHT SECRET offers sporty, romantic, trendy, and glamorous lines of undergarments. The company sells its products throughout Sandzak, as well as Montenegro, Bosnia-Herzegovina, Croatia, Slovenia and Macedonia.



COLLECTION FALL-WINTER 2012/13

ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2012
Grants: --
Intl. standards: ISO
Tech. Assistance: Business Software, Visual Identity
Trainings: Finance and Sales (2), Life-cycle, Marketing
Trade Fairs: 12-Poznan
Trade Missions: 12-Poland
New Markets entered in project: Czech Republic, Poland

KEY TREND DATA

Year	Total Sales	Employees
2008	\$0	0
2009	\$0	0
2010	\$0	0
2011	\$68,157	56
2012	\$153,409	61

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$20,447	30
2012	\$39,773	26

Formal Credit use: No

NIMETI

Sector: LM
Tier: Middle
Cluster:

Presevo

Owner: Nimetullah Fejzullahu **Products:** Glass
Address: Hristijana Karposa 12, 17523 Preševo **Website:**
Contact/Phone: Nimetulah, 063 700 54 21.

BUSINESS SUMMARY

NIMETI is private craftsman company that deals with glass cutting. The company was founded in 2005. Although the company creates glass for ordinary wooden windows, shop windows, and picture frames, their core activity is producing custom made, double-layer thermo isolation glass that is sold to producers of PVC, as well as producers of aluminum windows and door frames, who then sell the glass to building contractors and individuals.



ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2007
Grants: Wrough iron machine
Intl. standards: --
Tech. Assistance: Visual Identity
Trainings: Finance and Sales, Management, Marketing
Trade Fairs: --
Trade Missions: --
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$21,123	2
2009	\$26,320	1
2010	\$20,868	1
2011	\$47,710	1
2012	\$33,523	1

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: Yes

NURA

Sector: LM
Tier: Top
Cluster: Presevo Construction

**Presevo**

Owner: Besnik Musahu
Products: Joinery
Address: 15.novembar 147, 17523 Preševo **Website:** <http://www.nuraplast.com>
Contact/Phone: Besnik Nura, 062/289911.

BUSINESS SUMMARY

The company Nura has existed for more than 40 years. It was founded in 1968 as a private craft workshop for producing wooden products. Since then, the company has been growing and developing, and expanding its activities. Today, the company produces construction carpentry including wooden doors, PVC and aluminum doors, windows, blinds, kitchen units, and tables. The company's production is in accordance with modern production requirements, and it produces high-quality products with modern designs. The company currently employs 20 people and it has 12 interns. In 2011, Nura entered Swiss and Belgium markets.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2011
Grants: --
Intl. standards: --
Tech. Assistance: Business Plan, Visual Identity
Trainings: Life-cycle
Trade Fairs: --
Trade Missions: 12-Moscow2
New Markets entered in project: Belgium, Switzerland

KEY TREND DATA

Year	Total Sales	Employees
2008	\$223,426	2
2009	\$208,773	7
2010	\$403,195	10
2011	\$596,351	12
2012	\$488,636	12

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$121,657	20
2012	\$90,909	19

Formal Credit use: Yes

NUTRIKO

Sector: Food**Tier:** Top**Cluster:**

Vranje

Owner: Dragan Aleksić**Products:** Livestock feed**Address:** Industrijski blok 9/1, 17501 Vranje **Website:** <http://www.nutriko.rs>**Contact/Phone:** Dragan Aleksic, 065/403 38 99.

BUSINESS SUMMARY

Nutriko, founded in 2005 and based in Vranje, is one of the leading producers of livestock feed in Serbia. The company produces over 100 different products (mainly animal feed for different types of animals) and procures raw material from over 200 local farmers. Through the support of USAID's Economic Security program, Nutriko has attended regional trade fairs in Bujanovac, Pristina and Skopje. As a result, it is now exporting 16% of its production and in 2010 started construction of a new production facility in Ratkovo, Vojvodina to help it reach northern Serbia as well as the Bosnian and Croatian markets. The new production facility is now operative. In addition, the company plans to apply for an E.U.-funded initiative for environmental protection to procure bio diesel production equipment and hopes that one day the company can produce enough bio diesel to supply all of South Serbia's commercial vehicles and agricultural machinery needs. The owner, Dragan Aleksic, is also famous in the region for his winery and production of red and white varietals under the brand "Aleksic."



ES PROJECT ASSISTANCE SUMMARY

Entered Project:	2009
Grants:	--
Intl. standards:	--
Tech. Assistance:	Visual Identity
Trainings:	Finance and Sales (2), Management (3), Marketing (2)
Trade Fairs:	08-Bujanovac, 09-Bujanovac, 09-Pristina, 09-Skopje, 09-Tirana, 10-Bujanovac
Trade Missions:	10-BanjaLuka, 10-Tirana
New Markets entered in project:	Croatia, Greece, Macedonia, Serbia, Serbia - Regional, Serbia - Vojvodina

KEY TREND DATA

Year	Total Sales	Employees
2008	\$8,251,134	48
2009	\$7,748,866	56
2010	\$6,644,970	57
2011	\$7,794,629	51
2012	\$7,428,008	52

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$803,066	12
2011	\$1,260,714	16
2012	\$821,406	11

Formal Credit use: Yes

PEGASUS

Sector: LM
Tier: Top
Cluster:



Vranje

Owner: Jelena Stanojković
Products: Furniture
Address: Sobinska 16, 17501 Vranje
Website: <http://www.pegasus.rs>
Contact/Phone: Jelena, 062 211 491.

BUSINESS SUMMARY

Pegasus, a relatively new company from Vranje started in 2002, that manufactures high quality (and high margin) leather furniture. The quality of materials used in production, modern design and superior craftsmanship are the main characteristics of Pegasus' products and the company's primary competitive advantage. The company's craftsmen make, on average, 50 chairs or 25-30 small armchairs or 2 sets that includes three-seater and two-seater sofas and armchairs, per day. Pegasus' furniture is sold in showrooms across the country (Novi Sad, Jagodina, Čuprija, Paraćin, Loznica, Pozarevac, Sabac, Svilajnac, Kraljevo, Velika Plana, Vlasotince, Krusevac, Lazarevac and Nis) as well as in neighboring countries with shops in Tetovo, Macedonia and Podgorica, Montenegro. The company recently invested in a new line of leather products specially designed to suit the needs of public institutions, bars, restaurants and hotels. Pegasus products have earned numerous quality awards including the "Grand Award" at the 2008 Novi Sad Furniture Fair from the Vojvodina Chamber of Commerce and the Novi Sad Fair Gold Medal for design.



ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2008
Grants: --
Intl. standards: ISO
Tech. Assistance: Business Plan, Business Software, Visual Identity
Trainings: Finance and Sales, Management (2), Marketing
Trade Fairs: 09-Tirana, 10-Belgrade-Furniture
Trade Missions: 10-Mostar
New Markets entered in project: France, Greece, Slovenia, Sweden

KEY TREND DATA

Year	Total Sales	Employees
2008	\$622,588	18
2009	\$447,953	15
2010	\$277,064	16
2011	\$291,677	16
2012	\$206,754	9

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$80,786	13
2009	\$136,316	30
2010	\$67,223	24
2011	\$111,965	38
2012	\$90,259	44

Formal Credit use: Yes

PLANET BALKAN

Sector: Food
Tier: Youth (Base)
Cluster: Keepers of Tradition

**Novi Pazar**

Owner: Faris Hadžifejdović **Products:** Pastries
Address: Moskovska 5, 31300 Prijepolje **Website:** <http://www.planetbalkanfood.com>
Contact/Phone: Faris Hadzifejzovic, 064/103-8520, 060/74-55555.

BUSINESS SUMMARY

Planet Balkan Food was founded in 2011 in Novi Pazar. It is a growing company working to merge authentic products of ready organic food from the area of the Balkan Peninsula. The company is engaged in processing, repacking and exporting traditional food from the Balkans. Given the Balkans have always been a point of various cultural intersections, the mentality of the people in the area has developed through accepting different aspects of all people. This rich diversity is the starting point in the company's mission to merge traditional dishes of the Balkan countries and present them in ways that anyone can understand. Planet Balkan food is a member of the Serbian Chamber of Commerce, through which it mainly exports its products. The mission of the company is to expand their distribution network to the markets of Europe and America.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2012
Grants: --
Intl. standards: --
Tech. Assistance: Business Plan, Visual Identity
Trainings: Life-cycle
Trade Fairs: --
Trade Missions: --
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$0	0
2009	\$0	0
2010	\$0	0
2011	\$8,874	2
2012	\$17,045	2

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$8,874	100
2012	\$13,636	80

Formal Credit use: No

POLIMKA

Sector: Food
Tier: Middle
Cluster: Keepers of Tradition

Prijepolje

Owner: Sead Rovcanin
Products: Pastries
Address: Velika Zupa bb, 36310 Sjenica **Website:**
Contact/Phone: Sead Rovcanin, 064/103-8520, 060/74-55555.

BUSINESS SUMMARY

Polimka is a pasta producing company based in the municipality of Prijepolje. Founded in 2004 with an initial production capacity of 1 ton per month, in nine years it has invested heavily in modernizing its equipment and production processes and now is able to produce 10 times that amount per month. Its fresh and dried pastas are made using traditional recipes and are produced in a variety of shapes (long, short and tubes) using durum wheat from Sandzak. About 90% of Polimka's production goes to wholesales throughout the Sandzak region (mostly Prijepolje, Sjenica, Priboj and Nova Varos). Through the support of USAID, the company achieved Halal certification for all five of its core products in 2012. Polimka is also a founding member of the Keepers of Tradition - Pester, Kopaonik and Golija food cluster, which it hopes will eventually enable the company to export some of its production.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2012
Grants: --
Intl. standards: Halal
Tech. Assistance: Visual Identity
Trainings: --
Trade Fairs: --
Trade Missions: --
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$17,992	2
2009	\$29,740	3
2010	\$38,645	4
2011	\$54,526	4
2012	\$96,591	5

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: No

RAZVITAK**Sector:** Food**Tier:** Top**Cluster:****Bujanovac****Owner:** Ružica Zdravković**Products:** Dairy**Address:** Industrijska zona bb, 17520 Bujanovac **Website:****Contact/Phone:** Ruzica, 063 403 600 / 652 553.**BUSINESS SUMMARY**

The company Razvitak is a small family-owned business founded in 1991 and is the only milk processor in the Municipality of Bujanovac. Razvitak Dairy has all the necessary equipment for milk processing and for making sour milk, yoghurt, semi-hard cheese and feta cheese, including packaging machines. In addition to the dairy business, the company is the exclusive distributor of Delta Ice-cream for Pcinja district. Since 2003, the company has been the representative of Delata- Ice Cream for Pcinja region.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project:	2007
Grants:	Plastic moulding machine
Intl. standards:	--
Tech. Assistance:	Visual Identity
Trainings:	Finance and Sales (2), Management, Marketing
Trade Fairs:	08-Bujanovac, 09-Bujanovac, 10-Bujanovac
Trade Missions:	--
New Markets entered in project:	--

KEY TREND DATA

Year	Total Sales	Employees
2008	\$267,488	16
2009	\$166,236	13
2010	\$208,476	7
2011	\$101,091	8
2012	\$66,379	7

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: Yes

ROBERTO SS

Sector: Apparel
Tier: Middle
Cluster: Kostana Shoes

Vranje

Owner: Slavoljub Savić **Products:** Shoes
Address: V.Tasića 31, 17501 Vranje **Website:**
Contact/Phone: Slavoljub Savic, .

BUSINESS SUMMARY

The company "Roberto" d.o.o. was established in 1998 in Vranje and engages in the production of elegant and male sports footwear. The company is registered for the production, retail sale, and wholesale of top quality men's footwear. It acquired faithful clients in a very short time, and its products are recognizable by modern designs, comfort, quality and top quality handcraft. The basic production portfolio of the Roberto brand includes a wide range of products made from top quality natural materials (leather, leather lining). Exclusive and men's sport footwear has been designed by their professional team of designers, which ensures its unique and attractive design. Today, their footwear is sold in over 80 shops in Serbia, FYROM, Bosnia and Herzegovina, Croatia and Montenegro. The company plans to conquer new markets during the upcoming period by improving production lines and innovating their production portfolio.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2011
Grants: --
Intl. standards: --
Tech. Assistance: Visual Identity
Trainings: --
Trade Fairs: 12-Dusseldorf, 12-Poznan
Trade Missions: 12-Moscow2, 12-Poland
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$218,244	7
2009	\$300,372	7
2010	\$334,922	7
2011	\$313,522	7
2012	\$258,409	7

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$48,579	22
2009	\$101,115	34
2010	\$94,036	28
2011	\$136,314	43
2012	\$73,864	29

Formal Credit use: Yes

ROLLOPRO

Sector: LM
Tier: Youth (Base)
Cluster:



Vlasotince

Owner: Ljubisa Marinković
Products: PVC and Aluminium carpentry
Address: Koste Stamenkovića 33, 16210 Vlasotince
Website: <http://www.rollopro.co.rs>
Contact/Phone: Ljubisa Mranikovic, 069 69 70 70.

BUSINESS SUMMARY

ROLLOPRO is the workshop from Vlasotince whose core business is manufacturing and installation of roller shutters, garage doors, mosquito nets, strip curtains and blinds. The shop was established in 2010 and for this relatively short and difficult period managed to grow into prominent supplier of these types of products to domestic and commercial customers in South Serbia.



ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2012
Grants: --
Intl. standards: --
Tech. Assistance: Visual Identity
Trainings: Finance and Sales, Management, Marketing
Trade Fairs: --
Trade Missions: --
New Markets entered in project: Serbia - Belgrade

KEY TREND DATA

Year	Total Sales	Employees
2008	\$0	0
2009	\$0	0
2010	\$0	0
2011	\$27,263	1
2012	\$57,955	1

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: Yes

SAMPI-CO

Sector: Food
Tier: Middle
Cluster:

Bujanovac

Owner: Goran Stamenkovic **Products:** Mushrooms
Address: Žbevac, 17521 Ristovac **Website:**
Contact/Phone: Goran, 062 358 198.

BUSINESS SUMMARY

Sampi-co, founded in 2007, specializes in the collecting, processing and packing of mushrooms. While their main product is fresh mushrooms, they also produce longer shelf-life mushrooms (marinated or pickled) according to customer demands. Handling roughly two tons of mushrooms monthly (around 25 tons per year) with current capacity, Sampi-co is the biggest such producer in Pcinja district (its nearest competition, Strela from Leskovac is larger, but Strela does not process cultivated mushrooms, only wild ones.) Production is carried out in the village of Žbevac while distribution covers the municipalities of Bujanovac, Vranje and Preševo. Šampi-co also has a cooperative relationship with Ers co Food, a firm from Nis, which buys all Šampi-co's surplus production preserved in marinate. In 2012, Sampi-co started to sell its products regularly in Kosovo. Given that for 2013 it has orders that will keep it running at 100% capacity for the remainder of the year, it has no immediate additional expansion plans.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2007
Grants: Construction material
Intl. standards: --
Tech. Assistance: --
Trainings: --
Trade Fairs: 09-Bujanovac
Trade Missions: --
New Markets entered in project: Serbia - Regional

KEY TREND DATA

Year	Total Sales	Employees
2008	\$6,736	2
2009	\$3,439	3
2010	\$5,667	5
2011	\$25,709	5
2012	\$4,040	5

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: Yes

SANCH

Sector: Apparel
Tier: Top
Cluster: Kostana Shoes

Vranje

Owner: Srdjan Dejković **Products:** Shoes
Address: Radnička bb, 17501 Vranje **Website:** <http://www.sanch.rs>
Contact/Phone: Srdjan Dejković, 063/ 481 906.

BUSINESS SUMMARY

Sanch was founded in 2001 and is the largest shoe manufacturer in South Serbia, employing over 560 workers. In 2010, the Company is finished a new 3,800 square meter production hall in Vranje. The new facility houses all of the production lines and company departments that used to be scattered around Vranje. The new plant has dramatically increased productivity, capacity and allows for more efficient production management and product distribution. The company is a licensed and authorized distributor of Italian brands "Zen Age", "Zen Lady" and "Zen Air" in Serbia, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, Macedonia, Bulgaria and the Russian Federation. The company also produces their own line of leather-made shoes using top quality, natural materials (which has special, high end air breathing capabilities allowing the circulation of air inside the shoe). Sanch is a founding member of the Kostana shoe cluster (2011), attained ISO 9001 certification in 2012 and uses USAID provided business process software.



ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2011
Grants: --
Intl. standards: ISO
Tech. Assistance: Business Software
Trainings: Life-cycle
Trade Fairs: --
Trade Missions: 12-Moscow2
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$6,419,521	420
2009	\$5,850,454	465
2010	\$6,188,252	552
2011	\$6,868,962	595
2012	\$5,841,818	595

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$4,293,938	63
2012	\$3,651,136	62

Formal Credit use: Yes

SANDZAK KOMERC

Sector: Food
Tier: Middle
Cluster: Keepers of Tradition

Sjenica

Owner: Mujo Gašanin
Address: Jablanicka bb, 36300 Novi Pazar
Contact/Phone: Mujo Gasanin, 069/1113344.
Products: Dairy
Website:

BUSINESS SUMMARY

Sandžak Komerc is a small, speciality dairy from Sjenica founded in 1990 on the highland plateau of Southwest Serbia. Started as a family enterprise, it has seen steady growth over its more than 20 years of operation and currently processes 2000-3000 liters of milk per day and purchases milk from about 200 local farms. The firm specializes in traditional cheese, cream ("kajmak") and cream stuffed peppers that are popular with home cooks and restaurants preparing meals in a traditional way. To increase the cache of their products, they collect milk only from producers in the Pester area. Sandžak Komerc has a small, but highly devoted client base of about 40-50 buyers in two of Serbia's largest cities (Belgrade and Nis). Sandzak Komerc is both HACCP (2010) and Halal certified (in 2012 for 3 products). It's near term market expansion goal is to increase the efficiency of its distribution system and make new investments in its distribution infrastructure to enable further expansion.

ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2012
Grants: --
Intl. standards: Halal
Tech. Assistance: Visual Identity
Trainings: Branding, Life-cycle
Trade Fairs: --
Trade Missions: --
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$53,976	2
2009	\$74,349	2
2010	\$128,816	2
2011	\$177,208	2
2012	\$170,455	2

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: Yes

SECO

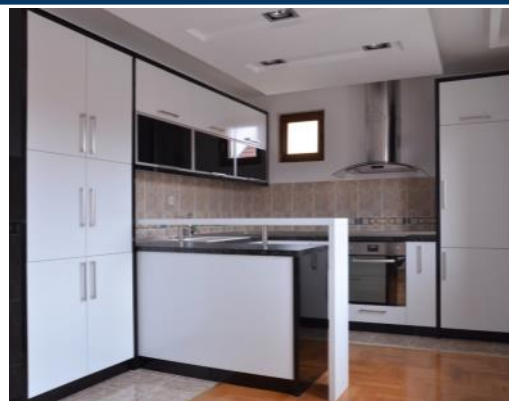
Sector: LM
Tier: Top
Cluster:

**Novi Pazar**

Owner: Sead Muminović **Products:** Indoor Interior
Address: Rudjera Boskovica bb, 36300 Novi Pazar **Website:** <http://www.seco.co.rs>
Contact/Phone: Sead Muminovic, 020/386-799, 063/254-111.

BUSINESS SUMMARY

SECO company was founded July 1998. in Novi Pazar as a small family run workshop producing small banners. Along with graphic design business has grown and the number of employees has been increasing. Thus, today the company employs twenty workers in the company premises of thousand square meters. Organizationally the company is divided into three profit centers, namely: Advertising, Interior design and Retail, with experts and trained engineer, technician and designer personnel. Every day they are producing advertising panel of all types and sizes and American kitchen cabinets. The company regularly monitors technological innovation and more investments in development using high tech equipment such as: digital printing, laser, CNC milling machines, vacuum presses and other.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2009
Grants: --
Intl. standards: --
Tech. Assistance: --
Trainings: --
Trade Fairs: 09-Belgrade
Trade Missions: --
New Markets Serbia
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$70,294	10
2009	\$79,932	20
2010	\$72,706	20
2011	\$69,244	18
2012	\$73,864	11

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$21,812	30
2011	\$3,462	5
2012	\$10,227	14

Formal Credit use: Yes

SIDRO-MANTIJE 2

Sector: Food
Tier: Youth (Base)
Cluster: Keepers of Tradition

**Novi Pazar**

Owner: Ljubna Agusevic
Products: Pastries
Address: Josanicki kej 4, 36300 Novi Pazar
Website:
Contact/Phone: Ljubna Agusevic , .

BUSINESS SUMMARY

Sidro Mantije 2 was founded in 1985 as the very first store in Serbia to produce the traditional spicy meat pastry, mantije, which previously had been the sole purview of home cooking. The firm's founder, Mr. Ibrahim Agusevic, has been trying to preserve the quality and features of food that is a trademark of the Sandzak region. Though other companies have entered the market for mantije in recent years, Mr. Agusevic has managed to transfer his enthusiasm for preservation of tradition to his family and other employees - a sense of unity and purpose that he feels gives them a competitive advantage. Nowadays, management of the company has been transferred to the owner's daughter, Ljubna, who is successfully leading the company. The Sidro Mantije 2 employs 20 workers - 10 in production (producing 1 ton of mantije and 1/2 ton of meat pies per month) and 10 in their two retail shops. [Any future plans of interest? Sidro Mantije 2 is a member of the Pester Food Association. Its future plans include improving their logistics, investing in a new packaging machine and entering new, neighboring markets.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2012
Grants: --
Intl. standards: --
Tech. Assistance: Visual Identity
Trainings: Finance and Sales, Management
Trade Fairs: --
Trade Missions: --
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$66,571	7
2009	\$57,993	7
2010	\$26,716	7
2011	\$20,447	4
2012	\$34,091	6

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: Yes

SIMO RAFT - SIMO

Sector: Tourism**Tier:** Middle**Cluster:**

Prijepolje

Owner: Jasmina Simović**Products:** Rafting**Address:** Rada Drobnjaka 19,, 31300 Prijepolje **Website:** <http://www.turizamprijepolje.org.rs/detaljnije.php?cmbJezik=2&IDAktuelno=60>

BUSINESS SUMMARY

The main job activity are services connected to rafting downstream the river Lim and group visits to the monasteries near the Lim coast. The association has plans to develop so-called "Ethno Nook", a kind of summer camp for fans of extreme sports like sport climbing, mountain bike and etc. Very important factor for firm further developing is marketing as taking part in fairs, maintain of web page and printing of promotion materials. In order to develop their business they must be in touch with new and modern equipment. The company hopes that after they buy 2 new boats they will increase business profit and open more work places.



Founded in 2006

From its beginning company is in rafting business and services related to rafting on river Lim.

Growing business thanks to European rafting cup

Increasing business, buying 2 new boats and employing 1 new worker.

ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2007

Grants: Two rafting boats

Intl. standards: --

Tech. Assistance: --

Trainings: --

Trade Fairs: --

Trade Missions: --

New Markets --

entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$15,221	2
2009	\$11,658	2
2010	\$12,538	2
2011	\$9,542	2
2012	\$9,091	2

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: No

SJENICANKA

Sector: Food
Tier: Middle
Cluster: Keepers of Tradition

Sjenica

Owner: Šukrija Isović
Products: Dairy
Address: Kralja Petra Prvog 3/6, 36310 Sjenica
Website:
Contact/Phone: Sukrija Isovica, 063/7150669; 020/437328.

BUSINESS SUMMARY

Sjenicanka, one of the newest dairies in Sandjak, was founded in 2005 by a former manager of the defunct state-owned "Pester" dairy. The firm specializes in a limited range of products, including "full fat" Sjenica-style cheese and cheese stuffed peppers that are used in traditional cooking throughout the region. One of the smaller regional dairies, it processes about 2000 liters of milk per day and purchases milk from about 60 local farmers. By focusing on sourcing the highest quality of raw materials and preparing their products in a traditional way (but incorporating the newest technologies), the company quickly attracted a devout following in Southwest and Central Serbia. The owner also leveraged his former business contacts to obtain distribution contracts with two of the largest grocery store chains in Serbia, Dutch-owned Delaize ("Maxi") and Slovenian-owned Mercator. Sjenicanka is one of the founding members of the "Keepers of Tradition" food cluster and is a participant in the Belgrade-based Halal shop initiative. The company possesses HACCP (2010), ISO (2011) and Halal certifications (attained in 2012 for 5 of its products).

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2012
Grants: --
Intl. standards: Halal
Tech. Assistance: Visual Identity
Trainings: Branding, Marketing
Trade Fairs: --
Trade Missions: --
New Markets entered in project: Serbia - Belgrade

KEY TREND DATA

Year	Total Sales	Employees
2008	\$287,873	5
2009	\$178,439	5
2010	\$164,885	5
2011	\$190,840	5
2012	\$136,364	5

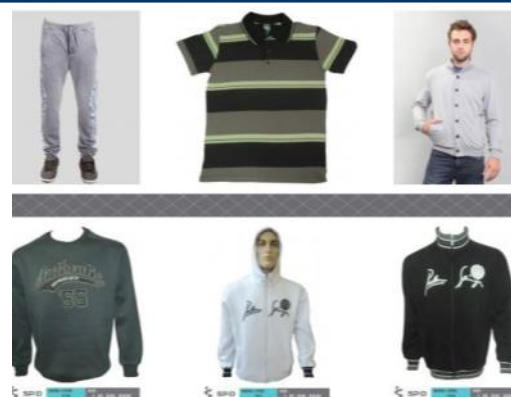
Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: Yes

SPID**Sector:** Apparel**Tier:** Middle**Cluster:****Novi Pazar****Owner:** Dalibor Simović**Products:** Textile**Address:** Dezevska 16, 36300 Novi Pazar **Website:** <http://spid.rs>**Contact/Phone:** Dalibor Simovic, 065/315-3555; 020/370-280.**BUSINESS SUMMARY**

Spid is a small manufacturer of women's, men's and children's cotton apparel (sweat shirts, T-shirts, pajamas, underwear, and the like) and currently employs about 25 workers. The company has the capacity to produce about 25,000 pieces of clothing annually. Spid is oriented towards the middle income bracket of the Serbian market and sells its products to both local retailers and wholesalers, who distribute its clothing to retailers in the capital (Belgrade) and northern Serbia (Vojvodina). Like many of the most successful local fashion companies, Spid is equipped to undertake the full fashion production cycle from design to stitching / assembly to finishing and packaging. This allows it to manufacture both under its own brand name (which constitutes the majority of its sales) and take on loan jobs for foreign companies. In October 2012 Spid signed a new loan job agreement with a large Russian manufacturer and as a result has plans to double its production capacity in 2013. Spid achieved ISO certification in 2012.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project:	2012
Grants:	--
Intl. standards:	ISO
Tech. Assistance:	Visual Identity
Trainings:	Finance and Sales (2), Life-cycle, Marketing
Trade Fairs:	12-Poznan
Trade Missions:	12-Poland
New Markets entered in project:	Russia

KEY TREND DATA

Year	Total Sales	Employees
2008	\$36,952	8
2009	\$28,123	9
2010	\$27,284	10
2011	\$18,945	10
2012	\$79,545	22

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$22,727	29

Formal Credit use: No

STEFI KOMERC

Sector: Apparel
Tier: Top
Cluster: Kostana Shoes

Vranje

Owner: Bratislav Djordjević **Products:** Shoes
Address: Kosovska bb, 17501 Vranje **Website:** <http://www.donnaline.com>
Contact/Phone: Bratislav Djordjevic, 063/ 80 68 716.

BUSINESS SUMMARY

Stefi Komerc from Vranje produces footwear for the local market and for countries of former YU. It also does loan jobs for an Italian partner, Progetti. It's own branded shoes, "Donna Line" includes women's shoes, sandals, boots and slippers. The company's current factory was built just 2 years ago. Stefi Komerc operates a chain of retail shoe stores in South Serbia which generate 20% of their sales. In addition to its own brand, Stefi Komerc makes footwear parts for its Italian partner. In 2011, the company was granted funding from the National Employment Service to subsidize the hiring of new employees and the purchase of new equipment. Stefi Komerc is one of the most active founding companies of the nascent Kostana Shoe Cluster from Vranje and has been instrumental in helping push the cluster to diversify its export market to Germany, Russia and Poland. The owner of the company, Mr. Bratislav Djordjevic, received the "Best Small Entrepreneur of the Vranje region" award in 2007 from a British American Tobacco sponsored competition.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2011
Grants: --
Intl. standards: ISO
Tech. Assistance: Business Software, Visual Identity
Trainings: Leadership, Life-cycle
Trade Fairs: 12-Dusseldorf, 12-Poznan
Trade Missions: 11-Dusseldorf, 12-Dusseldorf, 12-Moscow2, 12-Poland, 12-RivaDeGarda
New Markets entered in project: Bosnia and Herzegovina, Croatia, Serbia - Belgrade, Serbia - Vojvodina

KEY TREND DATA

Year	Total Sales	Employees
2008	\$957,556	70
2009	\$829,092	75
2010	\$1,015,978	113
2011	\$1,421,647	85
2012	\$1,074,543	66

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$282,155	29
2009	\$219,071	26
2010	\$284,547	28
2011	\$436,505	31
2012	\$322,363	30

Formal Credit use: Yes

STIG

Sector: Apparel
Tier: Top
Cluster: Asstex



Novi Pazar

Owner: Tigrin Kacar
Products: Children apparel and jeans
Address: Save Kovacevica 10, 36300 Novi Paz
Website: <http://www.stigco.com>
Contact/Phone: Tigrin Kacar, 063/603-681.

BUSINESS SUMMARY

Stig is a commercial company producing children's clothes. The company was established in October, 1987. Tigrin Kacar succeeded in creating a stabile foundation for style named "Stig." Stig designs and manufactures a full line of clothing for children, from infants to 14-year-olds. The company recognizes the need for style and durability in children's apparel, as well as the need for "contemporary" fashion. It offers clothing for play, school, and special occasions. Clothing is produced from twill, cotton, denim, velvet, and fleece. The company has won several awards (Old Millennium February 2000– Gold Fawn, Oscar of popularity of Novi Pazar, and numerous awards at trade fairs). Stig entered Russian and Belarus markets in 2010.



ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2008
Grants: --
Intl. standards: ISO
Tech. Assistance: Visual Identity
Trainings: Finance and Sales (2), Management (2), Marketing (2)
Trade Fairs: 07-Belgrade-Base, 07-Belgrade-Fashion, 08-Zagreb, 09-Moscow, 10-Tirana, 11-Poznan, 11-Tirana
Trade Missions: --
New Markets entered in project: Belarus, Croatia, Poland, Russia

KEY TREND DATA

Year	Total Sales	Employees
2008	\$566,819	50
2009	\$439,941	70
2010	\$1,331,621	70
2011	\$1,536,114	70
2012	\$1,590,909	70

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$44,980	8
2009	\$74,349	17
2010	\$532,649	40
2011	\$614,454	40
2012	\$670,455	42

Formal Credit use: Yes

STILEX

Sector: Apparel
Tier: Top
Cluster: Prijepolje Textile

**Prijepolje**

Owner: Esad Hodzic
Products: Home textile
Address: Milosava Stikovica bb, 31300 Prijepolje
Website: <http://www.stilex.rs>
Contact/Phone: Esad Hodzic, 063/654-807.

BUSINESS SUMMARY

Stilex is a textile company located in the small, mountainous community of Prijepolje. Stilex's main products are household linens (pillows, bed covers, quilts, furniture covers and blankets), specialized uniforms (made from fire retardant material) and primary processed wool. In addition to being one of the largest private employers in Prijepolje, Stilex purchases wool from over 1700 farmers throughout Southwest Serbia. About 40 percent of the company's production is sold through its network of 10 retail stores (Prijepolje, Priboj, Nova Varos, Sjenica, Novi Pazar, Zlatibor, Uzice, Pozega, Cacak and Bijelo Polje), 30 percent is exported (Montenegro, Germany and Hungary) and 30 percent is sold to bulk buyers (of wool). USAID supported Stilex in procuring modern wool cleaning equipment which helped the company increase primary wool processing capacity, reduce waste and expand markets. Also, USAID assistance in modernizing the company's visual identity was a key factor in encouraging the company to move its Belgrade-based wholesale center to a bigger, more visible location. Its future plans are to increase its presence in the

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2007
Grants: Manufacturing equipment
Intl. standards: --
Tech. Assistance: Business Software, Visual Identity
Trainings: Finance and Sales, Management, Marketing
Trade Fairs: 08-Zagreb, 11-Tirana
Trade Missions: --
New Markets entered in project: Croatia, Hungary, Macedonia, Serbia - Vojvodina, Slovenia

KEY TREND DATA

Year	Total Sales	Employees
2008	\$2,177,042	62
2009	\$1,505,771	65
2010	\$1,796,283	65
2011	\$1,674,230	74
2012	\$1,893,250	74

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$449,802	21
2009	\$223,048	15
2010	\$538,885	30
2011	\$590,406	35
2012	\$580,257	31

Formal Credit use: Yes

STRELA KLAJIC**Sector:** Food**Tier:** Top**Cluster:****Leskovac****Owner:** Miodrag Nedeljković**Products:** Mushrooms, fruits, forest fruits**Address:** Lebanski put 15, 16000 Leskovac **Website:** <http://www.strelafunghi.com>**Contact/Phone:** Miodrag Nedeljkovic or Aleksandra, 065 41 74 210; 069/857-37-02.**BUSINESS SUMMARY**

Strela Klajic was founded in 1991 and is one of the largest producers of preserved mushrooms in South Serbia. The company also processes a variety of fruits (such as plums), which are pitted and frozen. Much of Strela's production is bound for export markets, especially Italy. The company invested in a large-modern factory in recent years and has a large storage house with 1350 tons of storage space for frozen goods. Strela Klajic possesses both ISO 9001 and HACCP certification.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project:	2009
Grants:	--
Intl. standards:	--
Tech. Assistance:	Business Software
Trainings:	Finance and Sales, Leadership, Management (2), Marketing (2)
Trade Fairs:	--
Trade Missions:	10-Tirana
New Markets entered in project:	France, Serbia - Belgrade, Serbia - Regional

KEY TREND DATA

Year	Total Sales	Employees
2008	\$4,138,179	50
2009	\$4,460,967	63
2010	\$4,857,272	68
2011	\$5,602,508	108
2012	\$3,956,720	108

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$3,880,420	80
2011	\$4,839,149	86
2012	\$3,481,593	88

Formal Credit use: Yes

SUBEX

Sector: Food
Tier: Middle
Cluster:

**Novi Pazar**

Owner: Behdžida Dustinac
Products: Pastries
Address: Mur, 36300 Novi Pazar **Website:** <http://www.rekic.rs>
Contact/Phone: Behdzida Dustinac, 062/419-550.

BUSINESS SUMMARY

Subex is a subsidiary of the Rekić Company founded in 2002. It specializes in bread production (from various types of grains), pastry, lamellar pastas, pizzas, paste for pizza, croissants, cakes, pastry crusts, and other flour products. Products are sold frozen and fresh baked. The company owns a trademark and proprietary products such as pies, mantije and baklava. All products are made in a traditional manner based on proven recipes. Even when utilizing a highly automated production process to make certain products, a high degree of safety and quality is assured. In 2006, Subex implemented the ISO 9001 and HACCP standards, as well as the international QMS and HMS standards and signed agreements with MGB Metro Group Buying GmbH. As a result, the company can ensure quality products for international markets. The company is a leader in the region and enjoys trust from its buyers who prefer their various types of pastry. Subex received the Champion of Quality award for the "Pie with Cheese" product, and the Golden award for mantije and baklava, at the 74 Agriculture Fair of Novi Sad in 2007.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2007
Grants: Date printer for packaging
Intl. standards: --
Tech. Assistance: Visual Identity
Trainings: Finance and Sales, Management, Marketing (2)
Trade Fairs: 07-Belgrade-Base, 08-Novisad, 08-Pristina
Trade Missions: 10-Mostar
New Markets entered in project: Kosovo, Serbia

KEY TREND DATA

Year	Total Sales	Employees
2008	\$809,644	24
2009	\$743,494	20
2010	\$644,081	24
2011	\$817,884	24
2012	\$18,182	3

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$128,816	20
2011	\$0	
2012	\$1,705	9

Formal Credit use: Yes

SUMAPLOD

Sector: Food
Tier: Middle
Cluster:

Novi Pazar

Owner: Aleksandar Novović **Products:** Forest fruit and mushrooms
Address: Golijaska 63, 36300 Novi Pazar **Website:**
Contact/Phone: Aleksandar Novovic, 064/386 48 01.

BUSINESS SUMMARY

The basic activity of the enterprise is purchase, production and selling of following groups of products: mushrooms, forest fruits and fruit. The processing includes processes of cleaning, sorting, cutting, thermal processing and freezing. "Sumaplod" has well developed network of purchase posts on the wide area of south-west Serbia. The complete production line is exported to foreign-trade companies "Luka Food" from Belgrade and "Mondi Serbia" from Kraljevo. "Sumapold" signed several years contracts on purchase with these companies. The production line, intended for export goes to following countries: Switzerland, Germany, Italy, France and Belgium which include adjusting of structure and quality of the products. The enterprise is in the process of obtaining international HACCP certificate on quality and safety of the food which will contribute to rising of new market possibilities.

The enterprise is family business with the tradition of several decades

The "Sumaplod" was founded in 1996 by Aleksandar Novovic

ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2007
Grants: Deep freezin tunner
Intl. standards: --
Tech. Assistance: --
Trainings: --
Trade Fairs: --
Trade Missions: --
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$1,051,457	15
2009	\$802,974	20
2010	\$605,436	23
2011	\$681,570	23
2012	\$1,193,182	24

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$359,842	34
2009	\$267,658	33
2010	\$484,349	80
2011	\$613,413	90
2012	\$545,455	46

Formal Credit use: Yes

SUNCE

Sector: Food
Tier: Youth (Base)
Cluster:



Sjenica

Owner: Enes Turkovic
Products: Pastries
Address: Jablanička bb, 36310 Sjenica
Website: <http://www.pekarasunce.rs>
Contact/Phone: Enes Turkovic, .

BUSINESS SUMMARY

Bakery Sunce opened in 1994 and is one of the first privately run bakeries in Sjenica. Its quality and range of bakery products is recognized throughout the municipality. The company's business is based on the production and distribution of a variety of bakery products tailored to local needs and tastes. The company prides itself in its attention to food safety. As such, the bakery has both HACCP and ISO 9001 certificates. As the company is mainly focused on quality production, it has tried to simplify its sales strategy and sells primarily to two local supermarket chains (ES Commerce and Samald). The company's future goals are to invest in additional production capacity, which is currently 1.5 tons of products per month, and to expand beyond Southwest Serbia to neighboring municipalities of Central Serbia such as Cacak and Kraljevo.



ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2012
Grants: --
Intl. standards: --
Tech. Assistance: Business Plan, Visual Identity
Trainings: --
Trade Fairs: --
Trade Missions: --
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$215,905	12
2009	\$282,528	12
2010	\$231,869	12
2011	\$327,154	15
2012	\$295,455	15

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: Yes

TERMOMONT

Sector: LM
Tier: Top
Cluster:



Leskovac

Owner: Milan Stojković **Products:** Carpentry
Address: Ljubomira Nenadovića 45j, 16000 Leskovac **Website:** <http://www.termomont.biz>
Contact/Phone: Srdjan Stojkovic, 063 81 25 260.

BUSINESS SUMMARY

Termomont, opened in Leskovac in 1999, was founded by Srdjan Stojkovic, who has more than 30 years experience in the wood industry. The company specializes in wood window panes and doors but also produces other products such as cutting plate material (preparing material, like doors and other kitchen parts for other small producers), manufacturing "chipboard" furniture and other wood products. Termomont is one of the few such producers in Serbia that will accept highly customized, small run orders for replacement doors and windows for historical and culturally significant buildings (such as monasteries / churches, protected 18th and 19th century buildings and old protected houses in city centers). The company has gradually expanded its product range, markets and employment - currently 25, a recent expansion to a second plant in neighboring Bojnik will employ an additional 50 workers within 2 years (an investment that is taking time because of a lack of collateral needed to participate in government supported capital investment programs).



ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2008
Grants: --
Intl. standards: --
Tech. Assistance: Business Software
Trainings: Management (2)
Trade Fairs: 09-Belgrade, 10-Belgrade-Construction, 11-Belgrade-Construction, 12-Belgrade-Construction
Trade Missions: --
New Markets entered in project: Bosnia and Herzegovina, Serbia - Regional, Slovenia

KEY TREND DATA

Year	Total Sales	Employees
2008	\$183,285	12
2009	\$431,227	14
2010	\$306,583	14
2011	\$275,354	25
2012	\$534,091	25

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$43,621	16
2012	\$28,409	5

Formal Credit use: Yes

TOBLER SKELE

Sector: LM
Tier: Top
Cluster: Presevo Construction

**Presevo**

Owner: Qabil Jahiu
Products: Scaffolding
Address: Rajince, 17523 Preševo **Website:** <http://www.tobler-skele.com>
Contact/Phone: Qabil, 062 268 301.

BUSINESS SUMMARY

Tobler Skele produces, sells and rents masonry frames (scaffolding) -- large objects (scaffold towers for building facades) and small objects (for building interiors) -- for renovation and construction projects. It also produces aluminum construction accessories such as lifting hooks, prop connectors, staircases, ladders, crossheads, supporters and elevators used by workers on construction sites. The company has expanded its product offering significantly over the past few years to include the most modern, lightest and most durable components on the market. The company sell its products through five branch offices: Pristina (Kosovo), Tirana (Albania), Varna (Bulgaria), Podgorica (Montenegro) and Skopje (Macedonia), in addition to its Swiss-based co-partner "Tobler A.G." Tobler is one of USAID's most impressive success stories. The company has grown annual revenue from \$2.2 million in 2007 to \$3.6 million in 2012. Tobler is a founding member of the Presevo-based construction cluster and is a partner with the local technical high school's welding internship program and attained ISO certification in 2012.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2007
Grants: Hydraulic Scissors machine
Intl. standards: ISO
Tech. Assistance: Business Plan, Business Software, Visual Identity
Trainings: Finance and Sales, Management, Marketing (2)
Trade Fairs: 09-Belgrade, 10-Belgrade-Construction, 11-Belgrade-Construction, 11-Pristina, 11-Tirana, 12-Belgrade-Construction
Trade Missions: 11-Tirana, 12-Moscow2
New Markets entered in project: Belgium, Bosnia and Herzegovina, Macedonia, Serbia - Belgrade, Serbia - Regional, Serbia - Vojvodina

KEY TREND DATA

Year	Total Sales	Employees
2008	\$3,796,330	47
2009	\$2,003,448	31
2010	\$2,364,859	39
2011	\$3,564,916	49
2012	\$2,873,736	55

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$1,655,272	44
2009	\$0	
2010	\$1,935,875	82
2011	\$2,699,730	76
2012	\$2,319,038	81

Formal Credit use: Yes

TREND-TEX

Sector: Apparel
Tier: Middle
Cluster: Prijepolje Textile

**Prijepolje**

Owner: Halid Hadzijakupovic **Products:** Uniforms
Address: Bratstva i jedinstva 117, 31300 Prijepolje **Website:** <http://www.trend-tex.com>
Contact/Phone: Halid Hadzijakupovic, 065/2744-499.

BUSINESS SUMMARY

Trendtex was established in 1996 as a producer of protective, heavy duty work clothing. Trendtex seeks to ensure the full protection of its consumers by constantly investing in business operations and improving product quality. This is best reflected in the company's slogan which is "manufacturing modern, functional, quality clothing that will make a user feel safe and comfortable at his or her workplace." The company's total monthly production capacity is around 100,000 units of different types of work clothes. In addition to producing for local markets (about 15%) Trendtex is a leading exporter of clothes for medical purposes, industrial use, cooking and catering professions in Serbia and Bosnia and Herzegovina. The company recently developed an export oriented business strategy that focuses on European Union markets in collaboration with an EU based partner. Trend-tex's major export markets include Germany, Sweden, Denmark, Austria and Poland. In 2012 Trendtex moved to a new production plant of about 2000 m2 that features a more efficient production lay out and automated tailoring, which has increased its capacity

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2009
Grants: --
Intl. standards: --
Tech. Assistance: Visual Identity
Trainings: Finance and Sales, Marketing
Trade Fairs: --
Trade Missions: --
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$1,236,416	110
2009	\$1,442,379	112
2010	\$2,077,578	112
2011	\$2,726,281	112
2012	\$2,795,455	115

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$449,802	36
2009	\$669,145	46
2010	\$1,869,820	90
2011	\$2,453,653	90
2012	\$2,340,909	84

Formal Credit use: Yes

TRI B/BENNELI

Sector: Apparel
Tier: Top
Cluster: Asstex

**Novi Pazar**

Owner: Berat Kurtanovic **Products:** Jeans
Address: Save Kovačevića bb, 36300 Novi Pazar **Website:** <http://benneli jeans.com>
Contact/Phone: Berat Kurtanovic, 065/370-27-02, 020/322-540.

BUSINESS SUMMARY

Tri B fashion company was started by three brothers and their father in 1992 in Novi Pazar, the center of Serbia's fashion industry. The company produces jeans, jean jackets, skirts, shorts and canvas trousers for men, women and children. Tri B has focused on "youth" oriented fashion throughout its history. Though started as a loan job shop, they quickly expanded into designing their own clothes and registered their own trademarked brand in 1995 called "Benneli jeans." (Tri B shares a common trait among the most successful fashion companies -- it controls the entire process of production from design, to fabrication, to customized finishing processes (like stone washing and distressing)). In 2000 the company moved to a new facility of 2000 square meters that doubled its production capacity. The company has the capacity to produce 90,000 of articles of clothing per year, making it one of Novi Pazar's largest. The company has a diverse sales strategy -- operating its own retail store in Svrlijig, partnering with one Greek distributor in 2003 and expanding to a second in 2010. Tri B was a founding member of the Asstex fashion association and cluster

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2009
Grants: --
Intl. standards: ISO
Tech. Assistance: Business Software, Visual Identity
Trainings: Finance and Sales, Marketing
Trade Fairs: 10-Dusseldorf, 11-Poznan
Trade Missions: --
New Markets entered in project: Germany, Poland, Russia

KEY TREND DATA

Year	Total Sales	Employees
2008	\$923,893	53
2009	\$839,197	53
2010	\$855,404	63
2011	\$1,192,372	64
2012	\$874,324	62

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$554,336	60
2009	\$503,518	60
2010	\$513,242	60
2011	\$1,066,634	89
2012	\$724,952	83

Formal Credit use: Yes

TURKOVIC

Sector: Food
Tier: Top
Cluster: Keepers of Tradition

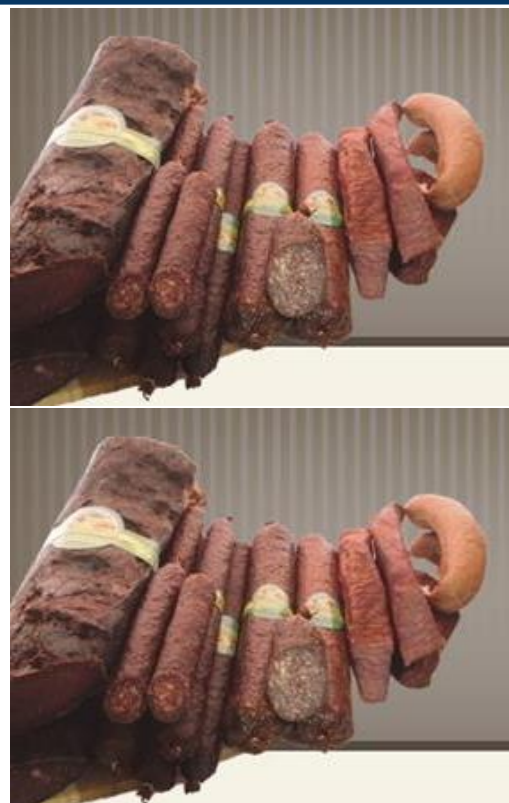


Sjenica

Owner: Muriz Turkovic
Products: Meat
Address: Jablanicka 37, 36310 Sjenica **Website:** <http://www.turkovic.rs>
Contact/Phone: Senad Rozajac, 020/740 220; 065/5750 227.

BUSINESS SUMMARY

Turkovic is a family-owned meat processing company located in Sjenica. When it started in 1994, the company had just two employees and worked with 10 local farms. Today, the company has 35 full-time employees and does business with nearly 1,000 regional farmers. The company has a diverse portfolio of products that consists of fresh meat (beef, veal, lamb and sheep) and semi-durable, durable and fermented meat products and also an selection of dairy products (pasteurized milk, full-fat cheese, cream or "kajmak," pepper stuffed with sour cream) . They are one of few Sandzak companies to have product presence throughout Serbia. Turkovic was an early adopter of all modern production standards -- ISO 9001 (2006) and 22000 (2009), HACCP (2006) and HALAL certification in 2012 for 8 of its products. Turkovic, the most important private sector company in Sjenica, has served as a model for other, smaller meat producers in the region and has exemplified how attention to quality, international standards and adapt management of its supply chain can lead to sustained growth and export market potential (the company has successful-



ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2009
Grants: --
Intl. standards: --
Tech. Assistance: Business Software, Visual Identity
Trainings: Finance and Sales, Leadership, Management, Marketing
Trade Fairs: 09-Pristina
Trade Missions: --
New Markets entered in project: Kosovo

KEY TREND DATA

Year	Total Sales	Employees
2008	\$9,432,908	28
2009	\$8,438,558	39
2010	\$8,363,597	45
2011	\$7,057,824	41
2012	\$3,848,106	35

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$1,672,719	20
2011	\$0	
2012	\$0	

Formal Credit use: Yes

UNIKAT

Sector: LM
Tier: Youth (Base)
Cluster:

Bujanovac

Owner: Enver Ramadani
Products: Glass, PVC and Aluminum carpentry
Address: Kosovska 107, 17520 Bujanovac **Website:**
Contact/Phone: Enver Ramadani, 063 85 07 177.

BUSINESS SUMMARY

Unikat is a family owned enterprise from Bujanovac. A youth-owned business founded in 2007 by a young entrepreneur, Enver Ramadani, Unikat produces and installs aluminum and PVC products such as doors, windows and fences for many different construction objects (houses, apartments, businesses and stores). Their product portfolio includes different kinds of PVC and aluminum carpentry elements, as well as different kinds of vacuum thermo glass, including custom cut glass. Unikat has attracted a devoted following of buyers through attention to quality of their products and services (with 100% initial satisfaction guarantees and a 10 year warranties against most types of component failure -- both rarities in Serbia -- and by their purchase / use of high quality material and suppliers (like Milenium, AKPA and Saint Gobain components). Due to its recent success and increase of order volume, the company, in 2012, moved into new, modern space at the periphery of Bujanovac. USAID has contributed to their growth through support of their attendance at the 2012 Construction Fair in Belgrade.



ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2011
Grants: --
Intl. standards: --
Tech. Assistance: Business Plan, Visual Identity
Trainings: Finance and Sales, Management
Trade Fairs: --
Trade Missions: --
New Markets entered in project: Serbia - Regional

KEY TREND DATA

Year	Total Sales	Employees
2008	\$197,913	1
2009	\$178,439	1
2010	\$158,959	1
2011	\$368,048	1
2012	\$422,114	2

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$2,102	0

Formal Credit use: No

UTIP**Sector:** Apparel**Tier:** Top**Cluster:****Novi Pazar****Owner:** Jaho Medjedovic**Products:** Textile**Address:** Banjski put bb, 36300 Novi Pazar **Website:** <http://www.barbosa.rs>**Contact/Phone:** Demail Medjedovic, 064/8891303.**BUSINESS SUMMARY**

Utip was established in 1989 as a family business dedicated to design, manufacture and sale of women's and men's formal garments. The company produces about 30,000 pieces of clothing per year including men suits, trousers and shirts under its well established brand "Barbosa" and its new "Barbosa Yachting Club" brand geared towards younger customers. Utip procures a wide selection of fabrics from the Turkish company Yunsa, a globally recognized leader in the production of high quality woolen fabric. Utip distributes 60% of its garments through its own shops in Novi Pazar, Gornji Milanovac, Čačak, Bačka Palanka, Smederevo and Požarevac and exports the other 40% of their production through franchise agreements. Utip has invested heavily in the Barbosa brand visual identity and the marketing of the brand. In fact, the company see itself as a fashion brand management company, in contrast to most fashion companies in Novi Pazar, Utip does not have its own production facilities but outsources its production to the third parties throughout Serbia, an innovative model that may provide inspiration for others. Utip attained ISO

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2012

Grants: --

Intl. standards: ISO

Tech. Assistance: --

Trainings: --

Trade Fairs: --

Trade Missions: --

New Markets --

entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$1,712,001	28
2009	\$1,574,186	40
2010	\$1,529,821	32
2011	\$4,252,249	33
2012	\$5,318,182	33

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$179,921	11
2009	\$223,048	14
2010	\$966,121	63
2011	\$1,525,968	36
2012	\$1,761,364	33

Formal Credit use: Yes

VELICKOVIC**Sector:** Food**Tier:** Top**Cluster:****Surdulica****Owner:** Milan Veličković**Products:** Dairy**Address:** Alakince, 17530 Surdulica **Website:** <http://www.mlekaravelickovic.rs>**Contact/Phone:** Milan, 065 400 33 70.**BUSINESS SUMMARY**

Veličković is a dairy located in the Southern Serbia municipality of Surdulica, founded in 1997. The firm which originally produced milk under other companies' labels, now produces a range of fresh (milk, milk cream) and processed (yogurt, cheese) dairy products under its own brand name. It is one of South Serbia's leading milk producers, processing about 2000-4000 liters of milk per day and buying raw milk from 300-400 local farmers (both depending on the season). Since its founding 14 years ago it has focused on two aspects of business management: 1) continuously investing in new technologies; and, 2) customer satisfaction. In 2010, the owner of the company received the "Entrepreneur of the Year" award from Blic and Banca Intessa, supported by the Ministry of Economy, and awarded to the owner personally by the then-Prime Minister. Velickovic sells its products through a network of more than 100 independent and local chain grocery stores as well as 15 hotels and restaurants. It's near term plans are to finish an extension to their existing facility which will enable them to expand exports in Macedonia and Kosovo.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project:	2008
Grants:	--
Intl. standards:	--
Tech. Assistance:	Visual Identity
Trainings:	Finance and Sales (2), Management (4), Marketing
Trade Fairs:	09-Bujanovac, 09-Skoplje
Trade Missions:	--
New Markets entered in project:	Macedonia, Serbia

KEY TREND DATA

Year	Total Sales	Employees
2008	\$913,332	18
2009	\$668,867	18
2010	\$914,788	18
2011	\$997,896	18
2012	\$721,787	19

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$26,434	3
2012	\$71,512	10

Formal Credit use: Yes

VIZARD M

Sector: Apparel
Tier: Middle
Cluster: Prijepolje Textile

**Prijepolje**

Owner: Mirsad Zekic
Products: Uniforms
Address: Mose Pijade bb, 31300 Prijepolje **Website:** <http://vizardm.com>
Contact/Phone: Mirsad Zekic, 065/84 41 179.

BUSINESS SUMMARY

Sztr Vizard-M has founded Mirsad Zekic in order to start his own production business of textile products and materials. Today the company uses loan-jobs as a base-ground for further development of the company. At the moment they engage 80% from their capacity on loan-jobs (for the company "Trendtex") and only 20% on production of work-wear. The profit from doing loan-jobs is used for purchasing new modern equipment and creating their own line of products (T-shirts, tack-suits, sport-wear, table clothes and few products of home textile). In little more than 18 months of business, specially thanks to loan-job contracts, they managed to purchase 16 used sewing machines and engage 17 new employees.

Founded in 2006 by economist Mirsad Zekic

In 2008 purchasing 16 used sewing machines and engaging 17 new employees

The working space is rented

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2008
Grants: Sewing machines
Intl. standards: --
Tech. Assistance: Visual Identity
Trainings: Finance and Sales (2), Management, Marketing
Trade Fairs: --
Trade Missions: --
New Markets entered in project: Serbia - Vojvodina

KEY TREND DATA

Year	Total Sales	Employees
2008	\$170,925	19
2009	\$144,981	22
2010	\$159,358	24
2011	\$202,361	24
2012	\$568,182	25

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$159,358	100
2011	\$141,653	70
2012	\$397,727	70

Formal Credit use: Yes

VIZIJAL

Sector: LM
Tier: Youth (Base)
Cluster:

Vranje

Owner: Ivica Lazarević **Products:** Aluminium carpentry
Address: Rifata Burdzevica bb, 17501 Vranje **Website:**
Contact/Phone: Ivica Lazarevic, 065/84 41 179.

BUSINESS SUMMARY

VIZIJAL is a private company from Vranje, established in 2006. Using PVC and aluminum, Vizijal produces mostly carpentry, as well as blinds, louvers, mosquito nets, rolling garage doors, as well as outer and inner window shelves. Their goal is to expand business by introducing new products to the market.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2012
Grants: --
Intl. standards: --
Tech. Assistance: Business Plan, Visual Identity
Trainings: Finance and Sales, Management, Marketing
Trade Fairs: --
Trade Missions: --
New Markets --
 entered in project:

KEY TREND DATA

Year	Total Sales	Employees
2008	\$20,005	1
2009	\$16,366	1
2010	\$45,797	1
2011	\$61,123	1
2012	\$66,670	2

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: No

VOCE PROMET

Sector: Food
Tier: Middle
Cluster:



Vranje

Owner: Boban Mladenović **Products:** Fruits, vegetables, packed grain products
Address: Bledska 3, 17501 Vranje **Website:** <http://www.vocepromet.net>
Contact/Phone: Mladenovic Boban, 060 44 26 355.

BUSINESS SUMMARY

Voce Promet, founded in 1996 by Mr. Boban Mladenovic, is a hybrid trade / food processing company and is one of the biggest private companies in South Serbia. The company exports and imports fruits and vegetables, trades in alcoholic and non-alcoholic drinks, and also produces and packages grain and legume products (peanuts, white beans, rice, and chickpeas) as well as domestic crystal sugar. The company has grown steadily and has added product lines gradually based on customer demand and the capacity of its distribution systems. The company at first focused solely on the Pcinja region but now serves buyers throughout Serbia and abroad - in 2012, nearly 20% of its sales came from Bosnia and Herzegovina and Montenegro. The company is considering pursuing ISO certification in 2013.



ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2009
Grants: --
Intl. standards: --
Tech. Assistance: --
Trainings: Finance and Sales, Management, Marketing
Trade Fairs: --
Trade Missions: --
New Markets entered in project: Serbia - Regional

KEY TREND DATA

Year	Total Sales	Employees
2008	\$4,677,942	20
2009	\$5,501,859	16
2010	\$8,280,794	19
2011	\$12,699,746	22
2012	\$11,147,943	25

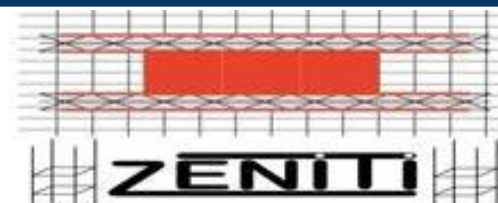
Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$0	
2011	\$0	
2012	\$0	

Formal Credit use: Yes

ZENITI

Sector: LM
Tier: Top
Cluster: Presevo Construction



Presevo

Owner: Medat Zulfiu
Products: Wire products, chains and springs
Address: Crnotince, 17523 Preševo **Website:** <http://www.zeniti-metal.com>
Contact/Phone: Rahmi Zulfiu, 062 364 820.

BUSINESS SUMMARY

The company Zeniti was established in 2004 in Crnotinac, the Municipality of Presevo by Medat Zulfiu. The company produces armature for building and road constructions. The company produces type R and Q construction networks, binors for ironmongery, and stirrups in all dimensions. The company also produces spare parts for mills in power plants Kosovo A and Kosovo B. The company strives to expand its business to new markets and to expand its offer.



ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2010
Grants: --
Intl. standards: ISO
Tech. Assistance: --
Trainings: Leadership
Trade Fairs: 11-Pristina
Trade Missions: --
New Markets entered in project: --

KEY TREND DATA

Year	Total Sales	Employees
2008	\$356,297	7
2009	\$242,141	8
2010	\$367,564	8
2011	\$402,126	10
2012	\$356,897	11

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$0	
2010	\$120,572	33
2011	\$20,447	5
2012	\$115,583	32

Formal Credit use: Yes

ZITKO

Sector: Food
Tier: Middle
Cluster:



Raska

Owner: Marko Ratković
Products: Pastries
Address: Lole Ribara 5, 36350 Raška
Website: <http://www.zitko.rs>
Contact/Phone: Marko Ratkovic, .

BUSINESS SUMMARY

Bakery Žitko near Raška started with work 2001. building an production space of 280m2 on a family property. At the beginning the production of bread was 1000 peaces.. 2003 the company extended the production facility by building a new fabric of 1200m2. Two new Minel production lines were installed with the complete machines needed for the bread production. The capacity for one own is 1300 peaces per hour. The company registered 2004 as an company for producing, trade and services named Žitko. Nowadays Žitko is the main supplier of municipality Raška but also distributing all their products from Karljevo to Kosovska Mitrovica and from Kopaonik to Sjenica and Zubin potok. The quality control and helath care for all Žitko products is guaranteed by Jugoinspekt Belgrade and the Municipal Institute of Public Health Kraljevo.



ES PROJECT ASSISTANCE SUMMARY

Entered Project: 2009
Grants: --
Intl. standards: --
Tech. Assistance: Visual Identity
Trainings: Finance and Sales, Management, Marketing
Trade Fairs: --
Trade Missions: --
New Markets entered in project: Bosnia and Herzegovina, Macedonia

KEY TREND DATA

Year	Total Sales	Employees
2008	\$2,441,274	73
2009	\$1,999,509	90
2010	\$2,374,082	100
2011	\$3,014,722	120
2012	\$2,465,909	122

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$0	
2009	\$371,747	19
2010	\$474,816	20
2011	\$602,944	20
2012	\$295,455	12

Formal Credit use: Yes

ZORNIC

Sector: Food
Tier: Top
Cluster: Keepers of Tradition

Tutin

Owner: Murat Zornic
Products: Dairy
Address: Velje Polje, 36320 Tutin **Website:**
Contact/Phone: Murat Zornic, 063/483-990; 020/202-076.

**BUSINESS SUMMARY**

Zornic from Tutin started out as a small family owned and operated business in 1996 has grown steadily from processing just fresh milk to a dairy that offers a full range of products from yogurt, cream, "Pester" style cheese and peppers in sour cream sauce. The company sources milk from over 1000 small farms and process more than 20,000 liters of milk per day, making it one of Tutin's most important private sector employers. Zornic sells its products through a distribution network of nearly 50 buyers throughout Serbia and Montenegro. In 2012 the company signed a supply sharing agreement with neighboring Milkop dairy to help Zornic with occasional supply constraints. Zornic is a founding member of the "Keepers of Tradition" food cluster, which has 15 members, and in 2012 attained Halal certification for 5 of its products. It is also a participant in the Belgrade-based Halal shop initiative, a venture that it hopes will help them make contacts needed to expand into export markets.

**ES PROJECT ASSISTANCE SUMMARY**

Entered Project: 2012
Grants: --
Intl. standards: Halal
Tech. Assistance: Visual Identity
Trainings: Branding, Finance and Sales, Life-cycle, Marketing
Trade Fairs: 07-Belgrade-Base, 12-Novisad
Trade Missions: --
New Markets entered in project: Bosnia and Herzegovina, Montenegro, Serbia - Belgrade, Serbia - Regional

KEY TREND DATA

Year	Total Sales	Employees
2008	\$1,755,719	19
2009	\$1,506,615	19
2010	\$1,536,345	21
2011	\$2,191,021	22
2012	\$2,063,068	23

Total Sales Increase/Decrease:

Year	Exports	% of Sales
2008	\$669,726	38
2009	\$761,390	51
2010	\$848,144	55
2011	\$1,399,951	64
2012	\$1,458,523	71

Formal Credit use: No